

## ABSTRACT

Milk 'n Crumbs is a culinary business established in 2020. The main product marketed is swirl ice cream, a type of ice cream that is obtained from processing hard ice cream using a swirl machine with additional toppings, thus becoming soft served ice cream that has a savory and heavy taste like hard ice cream. Through historical sales data, the demand for swirl ice cream products has always increased every year. However, Milk 'n Crumbs is faced with one major problem, namely the demand that cannot be fulfilled to the maximum. By using a fishbone diagram, 3 branches of problems were found originating from machines, environment, and people. Based on the problem description, the potential solution that can be applied is the opening of a new branch store. Through discussions with the owner, the location will be located on Jl. Sayap Riau, Bandung Wetan, Bandung. This research was conducted from October 2023 to January 2024. During the research, interest rates, taxes, and economic conditions were considered stable and normal. Feasibility analysis was conducted on 3 main aspects, namely market, technical, and financial. Market demand projection was carried out using a quantitative forecasting method based on the smallest MSE value from historical demand. The branch store business process is set based on the existing situation in the main store. Then the financial statements are estimated for the next five years with an assumption of an inflation rate of 4% and a MARR value of 11,30%. Based on the results of the business feasibility analysis, the NPV value is Rp268.885.875, IRR 25,59%, payback period 4,27 years, and profitability index value 1.49. Then a sensitivity analysis of the business was conducted against four factors, including labor costs sensitive at a value of 76,92%, increased raw material costs sensitive at a value of 35,92%, decreased demand sensitive at a value of 12,66%, decreased selling price sensitive at a value of 12,66%. In addition, a risk analysis was also carried out based on the results of observations of the research object, so that the results of the feasibility analysis with the calculation of potential risks with a MARR of 21.25% are: NPV of Rp64.701.144, IRR value of 25,59%, PBP for 4,73 years, PI value of 1.09.

**Kata kunci – *Kelayakan, NPV, IRR, PBP, PI***