

ABSTRACT

The pet economy industry in Indonesia has experienced significant growth as a result of changes in societal behavior during the lockdown period of the Covid-19 pandemic. The pandemic sparked a new interest in adopting pets as a hobby. According to research by Rakuten Insight Center, around 67% of the Indonesian population owns pets. The Rakuten Insight Center survey also revealed that among various types of pets, cats are the most common, with 47% of Indonesians owning a cat. This research serves as the basis for estimating cat ownership in Bogor City, derived from 47% of the number of housewives who own pets in Bogor City, based on data from the Central Bureau of Statistics of West Java Province from 2021-2023. The data shows a yearly increase in cat ownership in Bogor City, creating a significant opportunity for entrepreneurs interested in entering the pet shop business in the area. However, establishing a pet shop also poses challenges, especially related to the need for substantial capital investment and existing business risks, making feasibility analysis essential. Fira Pet Shop is a store that offers a wide range of pet products, primarily for cats. Based on the feasibility calculations for Fira Pet Shop, the NPV was found to be IDR 593,964,582, the IRR was 55.65%, and the PBP was 3.16 years. Since $NPV > 0$, $IRR > MARR$, and $PBP < \text{the investment period}$, the pet shop business by Fira Pet Shop is deemed feasible to pursue. Furthermore, after conducting a sensitivity analysis, it was found that Fira Pet Shop is sensitive to a 14% decrease in product selling prices and demand, and an 18% increase in capital costs. The risk calculation resulted in a total risk percentage of 8.23%. Based on the feasibility calculations considering the risk percentage, it was determined that opening Fira Pet Shop is still considered feasible.

Keywords – Feasibility Analysis, NPV, IRR, PBP, Sensitivity Analysis, Risk Analysis