

ABSTRACT

Chicken Attack is a fast food company established on 19 April 2010 and located at Jl. Telekomunikasi 4, Terusah Buah Batu, near the gate of Telkom Educational Park. The main demand of Rumah Makan Chicken Attack is a student of Telkom Educational Park. The owner of Rumah Makan Chicken Attack wants to open a new branch in Jalan Dipati Ukur Bandung. The feasibility study is needed to determine the feasibility of a new branch of Rumah Makan Chicken Attack in terms of market aspect, technical aspect, and financial aspect.

The results indicate that the potential market for Rumah Makan Chicken Attack is 37% based on respondents' interest of the product. Available market is based on the willingness to buy the product of Chicken Attack, which is equal to 63.5% of the potential market. Target market is determined based on the willingness to buy than competitor products, which is equal to 6.4% of the available market. The technical aspect is made by the design of production capacity per day, based on data from the market aspect, 145 pieces of chicken. Based on the calculation according to the investment parameters for 5 years, a new branch of Rumah Makan Chicken Attack is feasible to be implemented with a value of NPV Rp308,918,983 IRR 60.28% and PBP 1.88 years. Through sensitivity analysis it is known that the most sensitive variable to the investment is the selling price changes. The proposed recommendation is to raise the selling price.

Keywords: Feasibility Analysis, NPV, IRR, PBP, Rumah Makan Chicken Attack.