

## ABSTRACT

*Mr. Memet's Gandul Rice Cook Shop is a food stall located at Jl. Dr. Cipto No.12A, Kebun Agung, Semarang. Although Mr. Memet's cook shop shaped pavement cafés, but business that have been initiated since 1990 has had a revenue of 4 million / day by selling 230 servings of Gandul rice. The main consumer Mr. Memet's Gandul Rice Cook Shop is community around food stalls. Due to the increase in revenue from 2011 to 2013 and market growth in Semarang culinary business, the owners want to expand the target market and increase annual revenue by opening a new branch for another local market in Semarang city. After the collection and calculation of the rating factors, which will be elected area opening new branch locations Mr. Memet's Gandul Rice Cook Shop is South Semarang district area. Furthermore, from the results of the survey and questionnaire data collection obtained a percentage of 86.7% of the potential market, available market for 68.6% of the market potential and target market by 5% of the available market competitors due consideration factors of production capacity and the ability of business owners.*

*The expenditure in the financial aspects, such as the need for investment funds, estimated revenues, operating expenses, state income, cash flow and balance sheet are used to calculate the investment, such as the Pay Back Period (PBP), Net Present Value (NPV) and Internal Rate of return (IRR) with a time period is set for 5-year financial projections. Calculation of Pay Back Period (PBP), Net Present Value (NPV) and Internal Rate of Return (IRR) was conducted to determine the feasibility of the level of investment value. The results of calculation of the value of the investment rate is: NPV = Rp 224.318.823.161,00, IRR = 27.83% and PBP = 2.69 years. The new branch locations Mr. Memet's Gandul Rice Cook Shop declared eligible because the IRR is greater than the value of MARR, positive NPV and PBP is less than the age of the investment. Keywords: Feasibility Analysis, NPV, IRR, PBP, Mr. Memet's Gandul Rice Cook Shop.*

*Keyword : Feasibility Analys, NPV, IRR, PBP, Restaurant of "Nasi Gandul Pak Memet".*