

ABSTRACT

Made In Bandung is a restaurant that provides a menu with typical food from Bali island, it is located in the area of Buah Batu Apartment, Bandung. The demand for Made In Bandung's products is quite great, by looking at the revenue received by the restaurant from September 2014 until april 2015 is about Rp 2.787.000 – Rp 4.434.000. by looking at the reaction of consumers, the owner is interesred in expanding the market by opening a new branch in the city of Bandung. Bandung has a great opportunity to open a business, because from the total population of 2.483.977 people, 250.210 of them are young adults aged 20 to 24 years old who are the main target of the product. Therefore research is needed to find out the feasibility of the investment plan.

The research will conduct an analysis of market, technical, and financial aspect. On the stage of market analysis will be conduct a questionnaire scattering to know the target market. Analysis of the technical aspects will consider the location, employees and production capacity. Financial aspects will estimate the economic feasibility of business by considering the data of market aspects and the technical aspects.

The result of research are the pay Back Periode (PBP) for 3,574 years, the Net Present Value (NPV) Rp 16.064.672, and the Internal Rate of Return (IRR) 21,53% where the MARR 12%. The investment of branch opening considered feasible, because the IRR is greater than MARR, and the NPV is positive.

Keyword : feasibility analysis, PBP, NPV, IRR.