

ABSTRACT

FEASIBILITY ANALYSIS OF OPENING PADANG RESTAURANTS WITH THE CONCEPT OF THE MINI CAFE AT KOTA SERANG

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Malewa Café engaged in a restaurant as a business product. This store will stand in Serang city with Complex Regional Lopang Taman Indah Serang, Banten. But even in the town of Serang a lot diner paddock but here offers a restaurant with a different concept, namely the concept of mini-café.

In this aspect of the market research obtained by spreading questionnaires to 100 respondents of the town of attack. The results of the questionnaire processing is used to determine how much of the potential market, available market and target market Malewa Cafe.

The results of questionnaires indicate a potential market of 74%. whereas the available market by 34%. From both these results, the company is aiming for 1% of the market available to be used as a target market. After doing research the feasibility analysis of Malewa Café business results obtained is feasible. It is based on the NPV, PBP, and the IRR obtained. Based on the NPV, the business to be eligible for NPV value obtained is Rp55,589,633 more than 0. Then by PBP investment will be returned in the period to 4 months to 3. Finally based IRR good business to run because its value exceeds 26% IRR obtained MARR which was set at 9.95%. Since the result of three investment criteria stated these results, the business Malewa Café otherwise eligible to run.

Keywords: Feasibility Analysis, IRR, NPV, PBP, Malewa Cafe