

ABSTRACT

Kedai Dim Sum is one of the fast food restaurants that serves Dim sum with the concept of a simple restaurants so that the atmosphere presented tends to be simple. Location of Dim Sum Store is located in the District of Kadipaten of Majalengka Regency. In this study, the market aspect was examined by distributing questionnaires to 100 respondents who were residents of the Kadipaten sub-district. This market aspect research aims to find out the potential market, available markets and target markets of Kedai Dim Sum. The results of questionnaires show the percentage of the potential market, which is equal to 94%, available markets at 97% and for target markets, the company bid targets 0.5% of available markets. For technical and financial aspects use secondary data is obtained from various sources. The results of the feasibility calculation show that the NPV value for the five-year calculation period is Rp 225.123.691, the IRR value is 58%, and PBP occurs in the 2nd year of the 12th month. Because the value of $NPV > 0$ and $IRR > MARR$ and PBP values occur during the financial projection period, then the opening of the business of Kedai Dim Sum can be said to be feasible.

Keywords: Feasibility Analysis, IRR, NPV, PBP, Kedai Dim Sum