

ABSTRACT

Angkring Solo is a business that runs in the culinary field. Angkring Solo was founded in 2014. The vision of this business is to promote traditional food from the Central Java region in a concept with a modern concept. Segmentation of Angkring Solo is a community with an age range of 18-30 especially students in the city of Solo and its surroundings. Angkring Solo decided to increase their sales by opening a branch in the city of Bandung. In this study, market aspects were carried out by distributing 300 questionnaires to respondents in the city of Bandung. The results are used to determine the majority of potential markets, available markets, and target markets of Angkring Solo. The questionnaire results show that the yield of potential food products is 96.5% and drinks are 98.3%, while the market available for food products is 81.7% and beverage products are 79.8%, according to Angkring Solo targeting 25% for food products and 22% for beverage products at their target targets.

After that, business feasibility research was conducted to determine whether Angkring Solo's business was feasible to open. The results of the feasibility study are based on NPV, PBP, and IRR. Based on NPV, based on NPV, PBP, and IRR Angkring Solo is feasible to operate.

Keywords: Feasibility Study, NPV, PBP, IRR, Angkring Solo