

ABSTRACT

Mas Bram Fried Soft Bone Duck is a business in the field of culinary with the concept of restaurant that sells product of duck meat with fried soft bone duck as the main menu. Fried Duck is a food that is often found around us, from where to eat around the road or restaurant. Therefore the owner wants to innovate to open a restaurant in order to compete with other fried duck entrepreneurs. The business location is located in Cibabat, North Cimahi where the people around Cibabat become the main purpose of Mas Bram Fried Soft Bone Duck.

In this research, to gain information regarding market aspect, the researcher distributed questionnaire to 270 respondents who reside in Cibabat, North Cimahi in the range age of 15-40 years old was used to determine the amount of potential market, available market, and target market. Meanwhile, secondary data that was obtained from various sources were used to examine the technical and financial aspect. The result show amount of the potential market is 92.96%, the available market is 97.41%, and for the target market, the company is targeting 11% of available market.

This financial calculation result showed that the NPV within the period of 2018-2022 was as much as Rp 86,836,936.00, with IRR percentage of 51.73% and PBP of 2.435 year. The acquired IRR was bigger than the MARR value which was 5% and the NPV was positive. Due to this parameter, it can be concluded that the Development of Fried Soft Bone Duck Restaurant in Cibabat was deemed feasible.

Key words: Fried Soft Bone Duck Restaurant, feasibility analysis, NPV, IRR, PBP