

ABSTRACT

Aneka Cipta Store is a business that sells its goods in the form of electrical and electronics goods. Aneka Cipta shop first opened on Jendral Sudirman street No. 9A, Cilacap, Cilacap Regency with good income. In order to increase sales revenue, the owner wants to expand the business by creating a new branch in the city of Kroya. And the place chosen to open his new branch is on Kroya, Cilacap Regency. Market aspect in this study was obtained by distributing questionnaires to 100 respondents in the targeted areas and have jobs as employees, students or college students, and entrepreneurs to find out how many potential markets, available markets, and target markets. As for the technical and financial aspects used secondary data obtained from various sources. The results of the questionnaires spread show 100% potential market percentage, 94% available market, and 3% target market.

The results of financial calculations indicate that the NPV value for the period 2021-2025 is Rp 875.021.596, IRR percentage of 39,95%, and PBP 2,974 years. The IRR obtained is greater than MARR value of 5% and the NPV is positive. From these parameters, then openig of Aneka Cipta store branch in Kroya can be considered feasible.