

## *ABSTRACT*

Pinasthi Catering is a business that runs in the catering sector. Pinasthi offers several menu packages accommodated to consumer needs. Pinasthi Catering located in Brigjend Sudiarto Street, Ambarawa, Semarang Regency. Pinasthi Catering wishes to develop its catering business to boost monthly sales. Distributed questionnaire in this study showed a potential market of 88% from citizens in Semarang regency with age ranges from 20 to 49 years old and middle to high social status, available market of 91% from the potential market, the target market of 92% from the available market, and established 0,78% from the target market to be the potential demand. Technical aspect analysis executed to see the business process, business location readiness, layout, raw materials, equipment, and human resource readiness in Pinasthi Catering to fulfill consumer demand. Financial calculation executed to discover the needs of funds, operational cost, profit loss, cash flow, and balance sheet. The result of the financial aspect processing generated feasibility parameters, i.e., NPV of Rp. 584,936,199, IRR of 38%, BEP of 56.383 pax , and the payback period for 2,51 years.

Keywords: Feasibility Analysis, NPV, IRR, PBP, Pinasthi Catering