

## **ABSTRACT**

*Cut Meutia Sop Tail Restaurant is a business in the food industry located in Central Jakarta. This restaurant provides products made from processed meat such as oxtail soup, rib soup, chicken satay, and goat satay. This Cut Meutia Sop Tail Restaurant is a business that has been established for more than 50 years since 1971. It is a hereditary business that has been running for three generations. According to data in the past, the food industry has a percentage of up to 37.7%. Data on the number of MSMEs in DKI Jakarta has decreased where in 2020 it was 59,017, while in 2019 it was 62,929 units.*

*When viewed from the historical sales data used from January 2020 to December 2021. Based on this data, it seems to have experienced ups and downs. The problems that exist are divided into four factors, namely man, place, method, and information. The man factor is about the lack of available workforce. On the place factor, the location of the central Sop Buntut Cut Meutia has a very limited place of business from access to places and from the availability of business premises to accommodate large numbers of consumers and the absence of facilities such as parking lots, toilets, and prayer rooms. Furthermore, the method factor discusses promotional activities that have not been carried out optimally which have an impact on the tendency of potential customers who do not know about the business, especially in the current generations. The information factor contains what conditions make demand go up and down. The opening of a new branch for Sop Buntut Cut Meutia is a good solution and can develop the business and increase the target market of this business, so as to increase product sales.*

*To determine the estimated market demand at branch locations, calculations are carried out using the forecasting method. This calculation is estimated for the next five years. In the technical and operational aspects, operational costs and investment costs are calculated and the location is determined using the factor rating method to determine the location for the opening of the Cut Meutia Sop Buntut business branch. In the financial aspect, the investment is calculated whether it is feasible or not. The determinant of a business is said to be feasible if*

*it has an NPV value > 0, IRR > MARR. The results of the business design of opening this oxtail soup branch obtained an NPV value of Rp. 252,216,017 with an IRR value of 29.64% and a MARR value of 8.25%. For sensitivity analysis is calculated using the trial and error method. Sensitivity to an increase in ordering costs by 8.93%, an increase in overhead costs by 18.45%, a decrease in selling prices by 5.53%, and a decrease in the number of requests by 5.54%.*

***Keywords: Business design, Feasibility study, NPV, IRR, PBP***