

ABSTRACT

Dkriuk Fried Chicken is an UMKM in the food sector with a partnership or franchise system that sells various kinds of chicken and non-chicken preparations, such as *Original* and *hot/spicy crispy* fried chicken, *crispy* intestines, skin, chicken gizzard, Kpop, satay, nuggets, potatoes, and burgers. Based on interviews with several partners, information was obtained that their sales results had not reached the target and made some owners have to inject funds to be able to run the business, while there were also some partners who had to close. On the other hand franchising Dkriuk Fried Chicken has a good opportunity in the city of Bandung because of the high interest of the public to *crispy* fried chicken, but of course it needs to be done with business design and feasibility assessment is good. With these reasons, then do the business design and feasibility assessment for the opening of outlets Dkriuk Fried Chicken in one location in the city of Bandung. The location chosen is on Jalan Gegerkalong Girang. The estimated demand for outlets in this location is 68.722 *pieces* in 2023 and will continue to increase. Based on the results of feasibility measurements for the opening of outlets Dkriuk Fried Chicken in Jalan Gegerkalong for the analysis period for five years, obtained NPV of Rp202, 549, 698, IRR of 75.42%, and PBP for 1.61 year. The calculation of sensitivity is carried out to an increase in raw material prices and a decrease in sales. This business is sensitive to an increase in raw material prices and a decrease in sales. An increase in raw material prices by 8.76% and a decrease in sales by 6.61% will make Dkriuk Fried Chicken outlets become unfeasible.

Keywords: *NPV, IRR, PBP, Sensitivity Analysis, Gegerkalong*