

## **ABSTRACT**

*RM. Amalia is an MSME business engaged in the food and beverage sector which was established in 2005 in Pontianak City. The products sold are rice and side dishes, as well as geprek chicken. Sales from RM. Amalia did not experience an increase in the first year it opened. However, after several years of opening, sales began to increase until 2019 the owner of RM. Amalia decided to open the first branch which is located not too far from the location of the first store. With the amount of income that continues to increase and the distance from the first and second store locations that are not far away, the researchers designed whether opening a new branch that has a different location from RM. Amalia is feasible or not based on market, technical, and financial aspects. The design stages in this final project are the preliminary stage, data collection, design, verification process, validation process, and the conclusion and suggestion stage. Assuming that interest rates, economic conditions and taxes are considered normal and stable at the time this research was carried out, the inflation rate is 3.13% based on the West Kalimantan inflation rate in 2022, and the MARR value is 8.25% based on Bank Mandiri's credit interest rate. Based on the feasibility calculation on the financial aspect, the opening of the RM. Amalia is feasible to do with an NPV value of IDR 136,757,892, PBP at 2.88 years, and an IRR of 29%. Having said it was feasible, the planning for the opening of RM. Amalia's sensitivity calculation was carried out with the components of raw material costs, sales levels, labor costs, and selling prices. RM. Amalia is sensitive to an increase in raw material costs of 17.7%, sales is sensitive to a decrease of 7.4%, labor costs are sensitive to an increase of 34%, and selling prices are sensitive to a decrease of 6.4%.*

**Keywords: Feasibility Analysis, NPV, PBP, IRR, RM.Amalia**