

ABSTRACT

Warung Bunda is a food restaurant that is engaged in the concept of fast casual dining. Warung Bunda provides a variety of traditional processed foods served in the form of packaged rice such as pecel rice with peanut sauce, fried chicken rice, mixed rice and lodeh vegetables. Based on the results of interviews with the owner of Warung Bunda, currently their sales have reached the target, it can even be said that they have been able to cover the initial capital. However, the owner of Warung Bunda said that they were experiencing a decrease in the ratings given by consumers, this was due to the high number of visitors to Warung Bunda. The busyness of Warung Bunda resulted in an uncondusive situation in the restaurant area which resulted in many disappointed diners not getting a waiting area or sitting area. Apart from that, Warung Bunda is also experiencing a shortage of manpower, with the lack of manpower making service slow and declining due to an imbalance between the number of visitors who come and the number of workers. For this reason, the Warung Bunda business was developed by opening a new branch in Bogor City. However, before carrying out the development of Warung Bunda, this research will carry out a feasibility assessment to support the success of opening a new Warung Bunda branch which will be located in Bogor City. In this study the method that will be used to measure the feasibility of opening a new Warung Bunda branch is by approaching the calculation of Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PP). So, after obtaining the results of the feasibility of the selected location for Warung Bunda, the Bogor City branch is located at Jl. Pajajaran Indah V No. 10, Baranangsiang, Kec. East Bogor, Bogor City, West Java 16413 with a rental fee of IDR 50,000,000 for one year. Based on the results of measuring the feasibility of opening the Warung Bunda Bogor City branch, it was determined with financial projections for the next five years starting from 2024 to 2028, obtained an NPV figure of Rp. 3 months from the start of the establishment of the Warung Bunda Bogor City branch. However, the business of the Warung Bunda branch of the City of Bogor is sensitive to increases in raw material prices and decreases in selling prices, whereby an increase in raw material prices of 14.9% would make opening the Warung Bunda branch of the City of Bogor unfeasible. In addition, the 8.9% decrease in product selling prices also affected the opening of the Bogor City branch of Warung Bunda, which would make it unfeasible.

Keywords – NPV, IRR, PP, feasibility analysis