

ABSTRACT

Papuk Mamuk Resto is a food and beverage business which established since 2017 in Bengkulu City with offers various type of menus food, drink and snack whose restaurant's theme is vintages and ribs is being a favorite menu which it is a characteristic of Papuk Mamuk Resto based on the result of interviews with the owner. Since established in 2017 untill now, Papuk Mamuk Resto succeeded in getting increased income from this business with an increase in the amount of income every year which caused by an increase income's trend in every middle of the years in each year then it makes the owner want to develop the business by open the new branch with the goals to increase business profits. Based on the result of interviews with the owner, the opening of the new branch is going to located in tourism area Pantai Panjang Bengkulu City which market's segmen is visitor. Therefore, feasibility analysis research was carried out on three mains of aspects, market aspect, technical aspect and financial aspect. During the research, the value of the interest rate, tax and economic condition were considered stable and normal. Demand projections are carried out by using a quantitative forecasting method based on sales weight by the result of interviews and based on growth rate's population in Bengkulu Province. Business processes at new branch determined based on existing business processes at existing restaurants. For financial reports, estimates are made for five years with the assumption of the inflation rate is 3.37% and the MARR value based on the result of calculated WACC is 11.46%. Based on the result of calculated the business feasibility analysis, for the value of NPV is Rp 1.109.949.656,42, Payback Period is 2.03 years and IRR value is 55.58%. Then a sensitivity analysis based on three factors, there are decrease demand, increase of raw material prices and decrease of selling price. For decrease demand is sensitive to a value of 17.42%, increase of raw material prices is sensitive to a value of 37.26% and decrease of selling prices is sensitive to a value of 17.42% then there is a risk analysis based on observation and interviews process with the result of the calculation of the risk is 17.42% for the MARR and for the value of NPV is Rp 835.132.025,86, Packback Period is 2.14 years and the IRR value is 55.58%.

Keywords – Feasibility Analysis, NPV, Payback Period, IRR