

ABSTRACT

A business Feasibility Study is a study of a business plan that not only analyzes whether or not it is feasible to build a business, but also whether it is run regularly to achieve maximum profit for an indefinite period of time. The purpose of conducting a feasibility study is to avoid excessive investment in unprofitable activities, therefore this research focuses on the study of business feasibility studies in businesses that have just been started in order to reduce the potential for business failure and avoid the risk of loss. One of the businesses that is being planned to be developed is the Gyusoe fresh milk business. Gyusoe fresh milk is an MSME engaged in the culinary field (drinks). This business is a new business and is still under development. Started operating in 6 February 2023. During the sales period, Gyusoe fresh milk faced a problem, namely the revenue generated did not reach the predetermined target. To overcome this problem, Gyusoe fresh milk can utilize the opening of outlets that can support the achievement of the Company's product targets. Therefore, the business design and feasibility of opening an outlet is carried out, where the opening of this outlet is a strategy to increase revenue according to the predetermined target. Gyusoe fresh milk outlet is located at Jl. Cijagra Bojongsoang, Bojongsoang District, Bandung Regency. Based on the results of the feasibility calculation, the NPV value of Rp94,812,756, PBP of 0.51 (5 months) and IRR of 101.05% were obtained. The results of the sensitivity calculation show that the opening of the Gyusoe fresh milk business outlet is sensitive to a decrease in demand by 4%. Then for the increase in raw material costs, the opening of Gyusoe fresh milk outlets is sensitive to an increase of 12%. Based on the results of these calculations, it is concluded that the design of opening a Gyusoe fresh milk outlet business can be done by the owner.

Keyword — Gyusoe, Feasibility, NPV, PBP, IRR