

ABSTRACT

The growth of the restaurant business in West Java Province has increased quite significantly from 2019 to 2022. Based on the 2022 West Java Open Data source, the number of restaurants/cafés/restaurants in West Java Province is at more than 12,141 restaurants and continues to increase with growth in the range of 5.2% every year. Apart from that, West Java Province is also one of the provinces with the second largest number of medium-large scale restaurants in Indonesia after DKI Jakarta Province in 2021. Based on data on the number of restaurants, the owner of a typical Sundanese restaurant based in Bandung City is Rumah Makan Purwakarta wants to open a new branch outside the city of Bandung with large consumer potential. This increase in the establishment of restaurant businesses is also accompanied by an increase in the annual population growth of Cimahi City of 1.33% every year. With the potential population growth of Cimahi City, Purwakarta Restaurant has the desire to open a branch in Cimahi City where the distance between Cimahi City and Bandung City is not too far. To find out whether opening a Purwakarta Restaurant business branch in Cimahi City is feasible or not, a business feasibility analysis is needed in terms of market aspects, technical aspects and financial aspects. Several mathematical models used as supporting data for analysis include NPV, PBP, IRR, and R/C. Based on the results of the feasibility calculation of opening a Purwakarta Restaurant branch at this location for the next 5 years, the NPV value is Rp1.607.125.048, the IRR value is 74.3%, the PBP for 1.25 years, and the R/C value is 4.06. Opening a regional restaurant branch at this location is sensitive to increases in raw material costs, increases in labor costs, decreases in demand, and decreases in product selling prices. Opening a business becomes unfeasible if there is an increase in raw material costs of 64.10%, an increase in labor costs of 72.19%, a decrease in demand of 22.98%, and a decrease in product selling prices of 24.78%.

Keywords — Feasibility Analysis, Market Aspects, Technical Aspects, Financial Aspects, Sensitivity Analysis