

ABSTRACT

Culinary business, especially those involving food and beverages, have experienced rapid growth along with the increasing prosperity and busyness of society. The need for food that is practical, both in presentation and consumption, encourages the development of the culinary business. OnTime, a beverage and processed food business was established in 2021 in Grobogan Regency, Central Java. OnTime provides a variety of milk-based drinks, teas, cereals, as well as light snacks such as basreng, cireng, and snacks such as basreng, cireng, and potato wedges. This study analyzed market, technical, financial, and sensitivity aspects of the feasibility of opening a dine-in outlet for OnTime business in Grobogan Regency, Central Java. Methods used in this study include analyzing market, technical, financial, and business feasibility aspects using three methods: Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PBP). The results show that the potential market consists of 858,729 people with an available market of 824,380 people and a target market of 0.6%. The technical aspect shows a labor requirement of 6 people with working hours of 7 hours per day and a wage of Rp1,500,000 per month, and the location of the planned dine-in outlet at Jalan Harjuna II no 4, Purwodadi District, Grobogan Regency. From a financial perspective, the total investment required is Rp144,540,802, which is sourced entirely from the business owner's personal capital. Business feasibility in terms of NPV, IRR, and PBP methods showed feasible results with NPV of Rp224,292,059, IRR of 62.16%, and PBP for 2.02 years. However, the sensitivity analysis shows that an increase in raw material costs, labor costs, as well as a decrease in product demand can affect the feasibility of the investment.

Keywords: *business feasibility, dine-in outlet, OnTime, Grobogan Regency, sensitivity analysis.*