

ABSTRACT

Kayoemanis is a food business engaged in the food and beverage industry that sells snacks such as dim sum. Kayoemanis has been established since 2021 and located in Cilegon City. Kayoemanis is still producing at the owner's house and does not yet have an official store, so Kayoemanis plans to open a mini restaurant. Kayoemanis mini restaurant sells various menus such as original dim sum, chicken dim sum, shrimp dim sum, and mentai dim sum.

This study aims to determine market demand, technical operational design, financial feasibility and sensitivity level of opening Kayoemanis mini restaurant in Cilegon City. Business feasibility analysis is determined by the value of Net Present Value (NPV), Interest Rate of Return (IRR), and Payback Period (PBP). The feasibility analysis of opening kayoemanis mini restaurant is determined based on market aspects, technical aspects, and financial aspects.

The stages in carrying out this research consist of the preliminary stage, data collection stage, data processing stage, analysis stage, and ended by the conclusion and suggestion stage. Assuming interest rates, taxes, inflation, and the economy during the study are considered stable and normal, the inflation rate is 2.84% based on the Cilegon City inflation rate in May 2024.

Based on the feasibility calculation on the financial aspect, the NPV was obtained at IDR248,023,814, the IRR was 54.43% with a PBP of 2.95 years. Furthermore, sensitivity analysis calculations were carried out with an increase in raw material costs, a decrease in selling prices, and a decrease in market demand. The opening of Kayoemanis mini restaurant is sensitive to an increase in raw materials by 54.51%, a decrease in selling prices by 26.30%, and a decrease in market demand by 6.82% so that the opening of Kayoemanis mini restaurant in Cilegon City can be said to be feasible.

Keywords – Kayoemanis, Feasibility Analysis, NPV, IRR, PBP, Sensitivity Analysis