ABSTRACT

Moco is a food and beverage business in Bandung located at Jl. Katapang Wetan, Pangauban, Katapang District, Bandung Regency, West Java. The business offers a variety of sweet beverages, such as bubble tea, yogurt, coffee, milk cream, cheese, and tea, which are predominantly made from milk and cream. The narrow layout of Moco's store and limited facilities for serving customers dining in are among the reasons for planning to open Moco dine in store. This study analyzes the feasibility of opening a dine-in store for Moco, considering market aspects, technical and operational aspects, financial aspects, sensitivity, and risk. The methods used in this study include analyzing these aspects and calculating feasibility using Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PBP). The results show a potential market of 229.667 people, an available market of 215.887, and a target market of 0,91%. The estimated labor requirement is 4 people, each receiving a monthly salary of Rp2,280,000. The location of the Moco dine-in outlet is planned to be at Jl. Raya Bojongsoang Raya A No.9, Bojongsoang District, Bandung Regency. From a financial perspective, the total funding requirement is Rp326.090.215, entirely sourced from the owner's personal capital. The results of the calculations and feasibility analysis for opening the Moco dine-in outlet are categorized as feasible, with an NPV of Rp571.434.254, an IRR of 59,31%, and a payback period of 1,98 years. The feasibility becomes compromised if there is a 17.88% increase in raw material costs, a 128,67% increase in labor costs, and a 16.73% decrease in demand and product selling price. Based on the risk analysis, the total risk percentage from the three aspects is 6.47%, with an NPV of Rp423.598.338, an IRR of 59.30%, and a payback period of 2.09 years.

Keywords: Feasibility Analysis, Market Aspects, Technical Aspects, Financial Aspects, Sensitivity Analysis, Risk, Moco