

ABSTRACT

This study aims to analyze the feasibility aspects of the Burjo Time (Burtime) food stall in Semarang through several approaches, including: legal, operational, market, marketing, human resources, management, finance, economic and environmental aspects. The focus of the feasibility analysis is on these aspects, especially financial sensitivity analysis which includes Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period and B/C ratio. This research method is carried out with a qualitative descriptive approach. This research is carried out directly on the object, especially in its efforts to collect data and various information that is carried out intensively, in detail and in depth. The results of this study indicate that the Burjo food stall is an attractive business to develop, especially for novice businessmen because it has a fairly wide market potential in Semarang and its surroundings.

To be able to carry out this business, project funding of Rp329,845,900 is required, consisting of investment funds of Rp269,150,900,- and working capital of Rp60,695,000,-. Sensivity analysis conducted by providing normal assumptions with the result of Net Present Value (NPV) of Rp 1,624,465,840,-, Internal Rate Return (IRR) of 89.93%, Payback Period (PBP) for 1 year 1 month 14 days, and Benefit and Cost Ratio (B/C Ratio) of 1.52. With these calculations, food stall business at Burjo Time (Burtime) can sustain adjusting to existing conditions balanced by using technological advances.

Keywords: Business Plan, Business Feasibility, Food Stall Business