

ABSTRACT

Cupcakesbytink is a pastry shop that sells cakes and cupcakes. Unlike the other pastry shops, Cupcakesbytink is a pastry shop that sells cakes and cupcakes. Cupcakesbytink can make cakes and cupcakes according to customer's request with customized themes and toppings. Until this research done, the way Cupcakesbytink sales are still selling online and doing promotion mouth to mouth. The sales system is online through instagram and order the cake or cupcakes via official LINE account. Then the completed order is delivered to the customer's address via courier or can be taken at the owner's home. Because the income of Cupcakesbytink has continued increase for the past 2 years, the owner decide to open an offline pastry shop in Tangerang. This research is conducted by analyzing the market aspect, technical aspect and financial aspect.

The data used in conducting this research is the result of spreading the questionnaire in some Tangerang areas, did interview owner as well as did field survey. After got the data then did data processing from various aspects that are used. Based on data processing from the market aspect, it is known that 93% of respondents are interested to buy cakes, 90% of respondents are interested to buy cupcakes, and 93% respondents are willing to buy cakes and 90% of respondents are willing to buy cupcakes. The technical aspect identifies the total funds need based on the value of investment and working capital. Cupcakesbytink needs 192.720.747 to open a pastry shop in Tangerang.

This research also conducted financial aspect to find the value of NPV, IRR and PBP. NPV obtained in this research amounted to 264.857.959. The IRR is 33%. And PBP value obtained 2,808 years. Based on the value of NPV, IRR, and PBP then the analysis of opening Cupcakesbytink cake and cookies shop in Tangerang is considered feasible.

Keywords: *Feasibility Analysis, NPV, IRR, PBP, Toko Kue Cupcakebytink.*