

ABSTRACT

Cathrine Pastry is a business engaged in the culinary field. Cathrine Pastry sells products in the form of croquette cake but is packed with modern concept. In general, a croquette seller in the city of Solo still uses a manual way of marketing. In the marketing process, Cathrine Pastry uses an online system with a website as media to facilitate the booking. Segmentation of Cathrine Pastry is the people of Solo City with an age range of 17-50 years. In the effort to establish this business, research studies are conducted to ensure that the establishment of the business is viable and can be implemented. Therefore, researchers conduct feasibility research into the business from market aspects, technical and technological aspects, financial aspects and feasibility analyse as well as conducting analysis of sensitivity and risk. The non financial feasibility of Cathrine Pastry on the market aspect and technical aspects can already be said worthy. On the technical aspects of designing a website that will be used for online marketing. Financially, Cathrine Pastry deserves to be run because it satisfies the investment feasibility with NPV value Rp. 53,825,328, IRR 33.04% and PBP 4 years 1 month.

Keywords: Feasibility Study, Cathrine Pastry, Online