

Abstract

Micro, small and medium enterprises (MSMEs) play an important role in running the wheels of the Indonesian economy. This can be shown by the contribution of MSMEs in the Gross Domestic Product (GDP) of 36.82% of the total GDP. One of the fastest growing fields is business in the culinary field. In West Java there are 1,694 restaurants registered and operating. Of these, 467 are spread across Bandung. This shows that the city of Bandung has a big role in the development of MSMEs, especially those engaged in the culinary field. Not only that, the city of Bandung has also been named a culinary destination in Indonesia. Looking at the great opportunity to build a business in the culinary field, the SATE GURIH JIGANS business was founded. However, to arrive at the opening of the business, it is necessary to have a review regarding the feasibility of the SATE GURIH JIGANS business to be run for the next 5 years. In this research, it will be reviewed how feasible the SATE GURIH JIGANS business is to run from the market and marketing aspects, technical aspects and financial aspects. In determining business feasibility, the NPV, IRR, and PBP indicators are used. The data obtained from the results of data processing shows the NPV value of Rp. 533.586.430, the IRR value was 62% and the PBP value was 2.37. Based on the results of the processing carried out, the SATE GURIH JIGANS business is said to be feasible to run.

Keywords: MSME, market and marketing aspects, technical aspects, financial aspects, business feasibility