

ABSTRACT

Toko AW Mart is a grocery store or grocery store business that offers daily necessities such as gallon water, gas cylinders, various snacks, packaged drinks, fruit, medicines, cleaners, and others. The existence of delivery services also makes Toko AW Mart have 600 active contact data for its loyal customers through ordering using Whatsapp Business media, where all customers owned are spread across 11 different complexes. Based on SNI No. 03 of 2004 concerning Procedures for Planning Residential Environments in Urban Areas, the ratio of the number of consumers to stores is 1: 250 while the ratio in Antapani is still 1: 7,850 grocery stores. Therefore, the opening of a grocery store business in Antapani District is a good opportunity for business owners, especially the owner of the AW Mart grocery store, who plans to open a new branch of his business in Antapani Wetan Village adjacent to his main branch, namely in Antapani Kulon Village. It is necessary to analyze the feasibility of business design that considers market aspects, technical aspects, and financial aspects from historical data obtained from business owners. In data processing from the last aspect, namely the financial aspect, the data obtained NPV value of Rp360,055,829, IRR value of 29.32%, and PBP for 4.33 years. This study also considers the sensitivity limit to an increase in initial stock purchases of 1.7% and the sensitivity to a decrease in product selling prices of 1.4%. Calculation of risk analysis, obtained a risk percentage of 8.87% which if added to the MARR value of 9.99% becomes 18.86%, recalculated the NPV value of the new MARR and obtained Rp157,455,963, and PBP for 5 years. Therefore, the feasibility study above shows that opening a new branch of AW Mart Store is feasible.

Keywords - Feasibility Analysis, NPV, PBP, IRR, Sensitivity Analysis, Risk analysis