

ABSTRACT

Yummypiv has been operating for nearly five years. The business began during the Covid-19 pandemic, when the owner seized the opportunity to launch a food and snack business using an online sales system. Yummypiv is an online store that sells its products through WhatsApp Business, ShopeeFood, and GoFood. Since its first year, Yummypiv has shown consistent growth due to an increasing number of new customers, as the owner had implemented an effective online marketing strategy. As a result, sales have remained stable and have increased each year. With growing revenue and many customers looking for Yummypiv's production site to buy directly, a challenge emerged: the current online store is located in a less strategic area. Therefore, the solution to this problem is to open an offline store, allowing customers to purchase Yummypiv products directly. As such, a plan was made to open an offline store in the West Tegal area. Based on this background and issue, a business feasibility analysis was conducted to assess the plan to open the offline store, focusing on market, technical, and financial aspects. The results of the analysis showed that the potential market size is 96%, or approximately 114,320 people, while the available market is also 96%, totaling 109,747 people. Financially, the Net Present Value (NPV) was calculated at Rp523.996.461, with an Internal Rate of Return (IRR) of 87%, and a Payback Period (PBP) of 1.51 years. The sensitivity analysis also revealed that the business is sensitive to a 26.32% increase in raw material costs and a 16.72% decrease in selling price.

Keywords: Business Feasibility Analysis, Offline Store Planning, NPV, IRR, PBP, Sensitivity Analysis