

ABSTRACT

Bakmi Ponyo is a micro-enterprise in the culinary sector based in Bandung and has been operating since 2019. Due to increasing demand and the limited capacity of the existing outlet, the business owner plans to open a new branch to reach a broader market and address facility constraints. To support this decision, a feasibility analysis was conducted by examining the market, technical, and financial aspects using Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PP) methods, complemented with sensitivity and risk analysis to account for business uncertainties.

The market analysis shows that demand estimation was calculated using the double moving average method (3x4), with results indicating a consistent annual growth trend of 10%. The marketing strategy was designed using the STP (Segmentation, Targeting, Positioning) approach and marketing mix (4P), utilizing platforms such as Instagram Ads, TikTok Ads, ShopeeFood Ads, X-banners, and storefront signage to reach consumers aged 10–60 within the Bandung area.

From the technical aspect, the proposed location for the new Bakmi Ponyo branch is in the Gading Regency commercial complex on Jalan Soekarno Hatta, Bandung, selected based on its accessibility, proximity to the target market, and improved facilities compared to the existing outlet. The proposed business process consists of six main activities: store opening (45 minutes), procurement of raw materials and consumables (180 minutes), production of chicken topping and broth (117 minutes), customer service for bakmi (9 minutes), customer service for dimsum (8 minutes), and store closing (49 minutes). Notable facility improvements include a larger area, parking space, and restroom availability. The estimated workforce required is two employees, adjusted to the operational standard time and working hours in accordance with labor regulations.

The financial calculations include initial investment, raw material costs, operational costs, and projected revenue over five years. The results show an NPV of IDR 533.586.851 an IRR of 80.83%, and a payback period of 2 years. Sensitivity analysis was conducted under three scenarios: increases in raw

material costs, labor wages, and a decrease in product demand. Risk analysis results show a risk rate of 19.04%, which is applied as the MARR, leading to an adjusted NPV of IDR 392.185.074 with the IRR remaining at 80.83% and a payback period of 2.2 years. Based on these findings, the new branch project of Bakmi Ponyo is deemed feasible for implementation.

Keywords: Feasibility Study, Bakmi Ponyo, New Branch, Soekarno Hatta Street, Sensitivity Analysis