

ABSTRACT

Alpukat Kocok Kids is an MSME (Micro, Small, and Medium Enterprises) in the food and beverage supply subsector with ready-made food and beverage products located in Tangerang City. The owner of Alpukat Kocok Kids wants to open a new branch in Tangerang Regency with the aim of increasing revenue, reaching a wider market share, and expanding his business. Before opening a new branch, a feasibility analysis is needed to determine whether the business at the new Alpukat Kocok Kids branch is feasible or not feasible to run, reviewed from market aspects, technical aspects, and financial aspects. In addition, there are levels of sensitivity and risk factors if the feasibility assessment of opening a new Alpukat Kocok Kids branch is declared feasible. Based on the results of the calculation of the feasibility assessment of the new Alpukat Kocok Kids branch business using a MARR value of 10,96%, an NPV value of Rp 139.660.736, an IRR value of 43,91%, and a PP value of 3,05 years atau 36,6 months. The opening of a new Alpukat Kocok Kids branch is declared feasible because $NPV > 0$, $IRR > MARR$, and $PP < \text{investment time period}$. The sensitivity level of opening a new branch of Alpukat Kocok Kids on a decrease in demand of 10,03%, an increase in raw material costs of 20,58%, and an increase in labor costs of 36,33% so that it is still declared feasible if it does not exceed the sensitivity limit of each variable. The risk factor obtained is 8,86%, the NPV obtained is Rp 83.842.684, the IRR obtained is 43,91%, and the PP obtained for 3,5 years or 42 months so that the feasibility of the new branch of Alpukat Kocok Kids with risk factors is still feasible to run.

Key Word :

Feasibility Analysis, New Branch Opening, MSMEs, Alpukat Kocok, Tangerang Regency