

## **ABSTRACT**

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**ANALYSIS OF BUSINESS FEASIBILITY IN GEPREK PEDES DOWER CHICKEN FRANCHISE (Teluknaga Branch)**

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**Keywords:** *Business Feasibility Study, Crushed Chicken.*

**(xiv+41+ Attachment)**

*Spicy dower geprek chicken is a franchise business engaged in the culinary sector in the form of flour fried chicken which is then pounded and covered with chili sauce. This spicy geprek dower chicken business at the Teluknaga branch was established in September 2021, which is located on Jl. Anyelir, Ruko Komplek Mutiara Garuda blok A1 No.11A, Desa Kp. Melayu timur, Teluknaga, Kabupaten Tangerang, Banten. The business owner said that efforts that were established during the Covid-19 pandemic like this had quite an impact, there was almost no increase in sales and there was a decrease in turnover. Overcoming that makes the owner doubt whether his business is feasible or not to be continued. A business feasibility study is a solution to overcome these problems and find out whether the spicy dower geprek chicken business at the Teluknaga branch is feasible to continue or not. This research is reviewed from several non-financial aspects and financial aspects. The research objective of this final project is to identify the business feasibility of the Pedes Dower geprek chicken franchise at the Teluknaga Branch, in terms of management and organizational aspects, market and marketing aspects, and financial aspects using the payback period (PP) method, Net Present Value (NPV), and Profitability Index (PI).*

*Based on the results of the three non-financial aspects which include management and organizational aspects, market and marketing aspects, showing positive results. The results from the financial aspect with the payback period method are for 1 year and 9 months which are declared feasible because it is less than 2 years. Net Present Value of Rp. 53,394,389, the investment generates a positive value, which means that the investment is declared feasible. The Profitability Index is worth 6.2. The investment is declared feasible because the Profitability Index is > 1, meaning that the geprek and spicy dower chicken business at the Teluknaga branch can continue to run.*

## **BIBLIOGRAPHY (2001-2012)**