

ABSTRACT

“BUSINESS FEASIBILITY STUDY ON THE OUTLET OPENING OF THE MACARONS”

This research aims to determine the feasibility of The Macarons’ business development plan based on Market and Marketing Aspects, Legal Aspects, Technical Aspects, Management and Human Resources Aspects, and Financial Aspects. Data collection methods in this study include interviews, questionnaire, library study, and the company’s financial record.

The research method in this study is evaluation-implementation method. Market and marketing aspects are analyzed using Strengths, Weaknesses, Opportunities, Threats (SWOT), Segmenting, Targeting, Positioning (STP), and Marketing Mix. Legal aspects are analyzed using interview data and observations of business license documents. Technical aspects are analyzed by determining location, layout, equipments, and SOP. Management and Human Resources Aspects analyze organization structure and human resources management. Financial aspects are analyzed by determining the initial investment needed, projected cash flow, and investment feasibility from PP, NPV, IRR, and Scenario Analysis. The result of this research shows that The Macarons’ development plan is feasible as reviewed from the Market and Marketing Aspects, Legal Aspects, Technical Aspects, Management and Human Resources Aspects, and Financial Aspects.

Keywords: *Feasibility Study Analysis, Business Development.*