ABSTRACT

FEASIBILITY ANALYSIS OF TRADITIONAL FOOD PEPES

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Various culinary business is currently mushrooming everywhere and varies greatly from modern foods, traditional and international food. One of the traditional foods cuisine pepes. Pepes is a traditional Indonesian food that is typical of Sunda, ie how to process food using banana leaves and then steamed or baked until done, usually food in the pepes it's fish. Pepes served with rice and other foods such as chili and lalab, is pepes by people who enjoy doing like traditional food.

The feasibility study needs to be done to determine whether or not a business. To do a feasibility assessment should be based on some aspect of. Aspects that need to be studied in this feasibility analysis is an aspect of the market, technical, legal and financial aspects.

Based on the results of the feasibility study, business establishment can be said to be feasible if all the aspects have been tested. From the business market segmentation can be seen pepes demographic and behavioral aspects as it can be consumed by teens, adults and parents and spiced it got a good response in the community because it tastes good. From the technical aspect, the business has distribution pepes good as it can get to the consumer directly from the manufacturer directly. From the legal aspect of this spiced business licenses already meet the criteria have the permission of the village. Financial aspects of the NPV of Rp. 15,028,743, 81% IRR and payback period of 3.6 months.

After the analysis of aspects in the feasibility study, the market aspect, technical, legal and financial aspects of the business pepes it is feasible to set up

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Keywords: Feasibility Study, Feasibility Aspects