ABSTRACT

FEASIBILITY OF RESTAURANT EXPANSION IN BRANCH OPENING (A CASE STUDY AT RESTO & CAFÉ KAMPUNG NELAYAN)

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The growth of the culinary industry in Indonesia shows great potential, especially in the restaurant sector, which continues to grow as consumer needs and digital support increase. One of the businesses that has experienced significant development is Resto & Café Kampung Nelayan. To expand market reach and increase revenue, this restaurant has planned to open a new branch in Bulukumba Regency, South Sulawesi.

This study aims to assess the feasibility of opening branches from five main aspects, namely market and marketing, management and human resources, legal, technical and technology, and financial aspects. This study employed a qualitative descriptive method with data collection techniques through observation, in-depth interviews, documentation, and literature studies.

The results of the study show that the business has a strong market potential, an organized management system, compliance with legality, technical readiness, and favourable financial projections. The investment value of IDR 1.6 billion was declared feasible based on financial indicators, such as Net Present Value, Internal Rate of Return, Payback Period, and Profitability Index. This research states that business expansion is considered feasible. Management is advised to develop a structured expansion strategy, with a focus on the quality of human resources and consistent digital promotion.

Keywords: Feasibility study, Expansion, Restaurant, Financial

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