

## **ABSTRACT**

*The culinary industry is a business that has quite high business opportunities to executed. The large of the business opportunities in the culinary industry has made the growing variety of culinaries developed. Albarokah Chicken is a culinary business that sells fried chicken products, this business needs to take advantage of available business opportunities by analyzing weaknesses in each aspect of the business and maximizing existing business strengths. This research aims to see if the Albarokah Chicken business development analysis can overcome existing internal problems.*

*This research uses a qualitative method with a descriptive approach. Data collection was carried out using the observation method to obtain primary data Interview, observation and documentation methods were used to obtain secondary data*

*Stabilization and differentiation strategies are carried out to overcome the problems that exist in the company, strategies are carried out to maintain the balance of the company's aspects and maintain business opportunities for Albarokah Chicken. The total funding required to start a business is Rp. 43.939.690 with details of the investment cost of Rp15.499.600 and the working capital of Rp.28.434.090. After calculating the sensitivity analysis obtained were Net Present Value (NPV) of Rp.61.684.982. Internal Rate of Return (IRR) was 46%, Payback Period (PP) for 1.2 years, and Profitability Index (PI) 2,9. These results show that Albarokah Chicken's culinary business is worth developing and will have a profit in the future.*

*Keywords: business analysis, business plan,, business development, culinary business*

**SEMARANG**  
**FEB UNDIP**