

ABSTRACT

The culinary industry in Indonesia is one of the most competitive sectors, especially among the local population. Bubur Manado Semarang is a culinary business that sells traditional Manado dishes, presenting both challenges and opportunities for this venture to compete with other common dishes widely available in the market. By leveraging its Unique Selling Point (USP) and conducting a thorough analysis of every aspect of the business, it is hoped that the resulting product will be competitive and economically viable in the future.

This research adopts a qualitative approach with a descriptive method. The aim of this approach is to deepen the understanding of the chosen research topic. Data collection is conducted through observation, interviews, and literature review. Observation allows the researcher to directly observe the phenomenon, while interviews provide an opportunity to gain insights from the perspectives of individuals involved in the phenomenon. Literature review is used to understand the existing conceptual framework and to expand knowledge about the research topic. The gathered data will then be qualitatively analyzed, and the findings will be interpreted with reference to relevant literature. The conclusion of this research will provide a deeper understanding of the studied phenomenon and may contribute to the advancement of knowledge in the field.

The total funding required to initiate this project amounts to Rp. 583,388,919, with a breakdown of investment costs at Rp. 253,068,444 and working capital costs of Rp. 330,320,475 during the first year of operation. The sensitivity analysis of this total funding yields encouraging financial indicators, such as a Net Present Value (NPV) of Rp. 889,402,893, an Internal Rate of Return (IRR) of 74%, a Payback Period (PBP) of 19 months, and a Profitability Index of 1.17. The conclusion drawn from this comprehensive analysis indicates that Bubur Manado Semarang is feasible and has the potential to thrive in the future.

Keywords: *business feasibility, culinary industry, business plan, traditional food*