

ABSTRACT

Xiang Gu adalah sebuah bisnis makanan yang menyediakan bakut dengan campuran obat-obat China. Selain itu, *Xiang Gu* juga mempunyai dua pilihan, yaitu bakut teh dan bakut kukus. Keunggulan makanan yang *Xiang Gu* tawarkan adalah menambah darah dan menjaga kesehatan.

Lokasi untuk membuka bisnis ini adalah di Jalan Babakan Jeruk nomor 9, Bandung. Pemilihan lokasi tersebut dekat dengan Universitas Kristen Maranatha, dan ada banyak tempat kos di daerah Surya Sumantri. *Target market* dari *Xiang Gu* adalah mahasiswa dan dosen Maranatha. Pendapatan mereka sekitar Rp1,500,000 sampai dengan Rp6,000,000, karena itu *Xiang Gu* menjual bakut dengan harga Rp13,000 satu porsi. Dengan harga terjangkau, *Xiang Gu* menawarkan porsi yang lebih banyak dan kualitas yang lebih baik.

Bisnis ini membutuhkan Rp23,662,700 sebagai investasi awal. Keuntungan satu bulan bisnis ini sebesar Rp2,997,833. Jadi *Xiang Gu* membutuhkan waktu tujuh bulan dua puluh tujuh hari untuk meraih periode pengembalian. *Discount factor* sebesar 8 persen merupakan tingkat bunga deposito Bank BCA sebagai pembanding investasi. Total *net present value* dari tahun pertama sampai tahun ketiga sebesar Rp104,317,569, sehingga bisnis ini layak dijalankan.

Executive Summary

China is a country with ancient civilization for more than five thousand years. Nowadays, more and more foreigners come to China to learn Chinese culture and enjoy the Chinese delicious food, including Indonesians. A lot of Indonesian people like the Chinese food, even the Chinese traditional medical food, which is famous for health.

Xiang Gu sells the traditional Chinese medicine food, i.e. short ribs. The short ribs are cooked with traditional medicine as its ingredients and the special taste would attract a lot of consumers from Indonesia. The taste is more delicious and healthy than the similar cuisine offered by other restaurant.

Xiang Gu is located at Jalan Terusan Babakan Jeruk number 9, Bandung. The potential customers of *Xiang Gu* will be students and lecturers from Maranatha Christian University.

My initial investment is about Rp23,500,000. The cash outflow of my business is around Rp12,600,000 per month. This condition applied if my food stand sells forty portions per day, and I will get cash inflow about Rp15,600,000 per month, thus the cash flow is Rp3,000,000 per month. In the other words, the cash flow in first year is about Rp36,000,000. The payback

period will be a short time, which is only in less than eight months. This condition describes this business as feasible.

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