

## INTISARI

Tujuan penelitian ini adalah untuk mengevaluasi kelayakan perluasan usaha warung bakso Sahabat, berdasarkan pada aspek pemasaran dan pada aspek keuangan.

Metode analisis data yang digunakan dalam penelitian ini antara lain: aspek pemasaran menggunakan analisis *market share* dan peramalan penjualan, sedangkan aspek keuangan menggunakan analisis present value-pay back period, Net Present Value (NPV) dan Revenue Cost Ratio (R/C).

Hasil penelitian ini menyatakan bahwa berdasarkan aspek pemasaran yakni analisis *market share* dan analisis peramalan penjualan, usulan perluasan usaha warung bakso Sahabat layak untuk dilaksanakan. Kemudian berdasarkan aspek keuangan yakni analisis present value-pay back period, Net Present Value (NPV) dan Revenue Cost Ratio (R/C), perluasan usaha warung bakso Sahabat juga layak untuk dilaksanakan.

Kata kunci: Evaluasi kelayakan perluasan usaha, aspek pemasaran dan aspek

## ***ABSTRACT***

The purpose of this research is to evaluate the suitable business expansion of “Sahabat” meatballs shop, based on marketing aspect and finance aspect.

The data analysis method of this research such as: marketing aspect using market share analysis and demand forecasting analysis, while finance aspect using present value-pay back period analysis, Net Present Value (NPV) analysis and Revenue Cost Ratio (R/C) analysis.

The results of this research concludes that based on marketing aspect that using market share analysis and demand forecasting analysis, the planning of business expansion of “Sahabat” meatballs shop is suitable to realize. And then, based on financial aspect that using present value-pay back period analysis, Net Present Value (NPV) analysis and Revenue Cost Ratio (R/C) analysis, the planning of business expansion of “Sahabat” meatballs shop is suitable to realize.

*Keywords: Evaluating the suitable of business expansion, marketing aspect and*