

**RESTAURANT FINANCIAL FEASIBILITY AND SENSITIVITY STUDY:
A CASE STUDY IN MAIKERU JAPANESE GRILL & BAR**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

RESTAURANT FINANCIAL FEASIBILITY AND SENSITIVITY STUDY: A CASE STUDY IN MAIKERU JAPANESE GRILL & BAR

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Maikeru Japanese Grill & Bar was established during the pandemic back in December 2020, without a proper feasibility study. It is unreasonable to immediately close down the restaurant if it were deemed unfeasible, but it would still be beneficial to see the trajectory of the business. Breakeven analyses were conducted on the restaurant as well as its sister restaurant, William's Casual Dining, to see if the business is at an acceptable pace. Whether or not the new restaurant is acceptable will refer back to how the older restaurant's performance. Unfortunately, the supposed reference was not reliable due to the both of the restaurants suffering losses due to the pandemic, and both showed to be not feasible as a business. Through the integrated sensitivity study, it is known that the most impactful factor to the feasibility of the restaurant is its revenue. While the costs have a marginal impact on the overall financial trajectory, a sizeable change in the revenue numbers would make or break the business. The results of this research show that to make the restaurants successful after the pandemic, they would need to focus on increasing their revenues. In Maikeru's Case specifically, the revenue would need to increase by 268.29%.

Keywords: Feasibility Study, Sensitivity Study, Breakeven Analysis, Payback Period, Pandemic.

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DEDICATION

I dedicate this work for everyone else because they wanted me to do it.

I dedicate this work for myself for actually going through with it, however spiteful.

ACKNOWLEDGEMENTS

Gratitude to all that is due.

To my brother and sister who always cheer me up, and to my other sister who has been a great help in my endeavors throughout the writing of this thesis.

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