

## **ABSTRACT**

**DESY CAHYANINGRUM.** Business Strategy And Business Financial Analysis of “Pondok Roso 17” Warung Apung at Rowo Jombor Krakitan Village Bayat Subdistrict Klaten Regency. Supervised by **INDAH WIDOWATI** and **SITI SYAMSIAR**.

This study aims to (1) Analyze the business strategy of “Pondok Roso 17” warung apung at Rowo Jombor. (2) Analyze feasibility of “Pondok Roso 17” warung apung at Rowo Jombor. (3) Identify the consumer satisfaction of “Pondok Roso 17” warung apung at Rowo Jombor. The research method used descriptive method. The method of research used case study. To analyze business strategy of “Pondok Roso 17” warung apung used TOWS analysis and internal-external matrix. To analyze financial advisability of “Pondok Roso 17” warung apung used Payback Period, Net Present Value, Net Benefit-Cost Ratio, and Profitability Index method.

Results of this research show (1) Business strategy of “Pondok Roso 17” warung apung by using TOWS analysis approach is in quadrant I or Strength Opportunities strategy (agresive) and by using internal-external matrix approach is in cell 1 (growth concentration via vertical integration). (2) Business of “Pondok Roso 17” warung apung at Rowo Jombor Krakitan Village Bayat Subdistrict Klaten Regency is feasible. (3) Customer is satisfy with the price, service, and facilities that given by “Pondok Roso 17” warung apung.

Keywords : Warung Apung, Business Strategy, Business Financial Analysis, Consumer Satisfaction