

ABSTRACT

This project is feasibility study of Bread and Milk Store in Bangkok. The objectives of this study are to apply all theoretical knowledge to do feasibility in market plan and finance projection and to suggest a good business opportunity to the new investors.

The capital budgeting analysis is used to analyze the feasibility of this investment and after studying this feasibility, it shows that this is a good investment as it gives positive NPV and higher internal rate of return (IRR). Moreover, the financial ratios analysis can support the investor that this project has the opportunity in returning a high worth with not much investment.

In addition, people nowadays are more concerned about their health so this kind of business can provide a good opportunity for them. And as we set this kind of business into fast food industry, this business can gain competitive advantage by serving high quality goods with lower price to face with the current economic condition.

The results of the project were obtained by gathering pertinent information, preparing both marketing plan and financial projection based on a certain assumption and adopting the solution whether this project is worth or not however the result of this study is expected to be beneficial to the investors.