

# FEASIBILITY STUDY OF THE FOOD TRUCK WITH BURGERS

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Study department: **Department of managerial studies**

Field of study: **Project Management of innovations in a company**



## ABSTRAKT

Cílem této diplomové práce je provedení studie proveditelnosti food trucku s burgery a vyhodnocení životaschopnosti projektu. Práce je rozdělena na část teoretickou a praktickou. Teoretická část v sobě zahrnuje základní aspekty projektu a studie proveditelnosti, jako jsou obecné rysy, důležité procesy a metody hodnocení. Praktická část vychází z teoretické části a určuje základní rysy společnosti na bázi hodnocení jejího vývoje podle strategické a finanční analýzy. Na základě tohoto výzkumu umožňuje práce rozhodnout, zdali bude projekt implementován, či nikoliv.

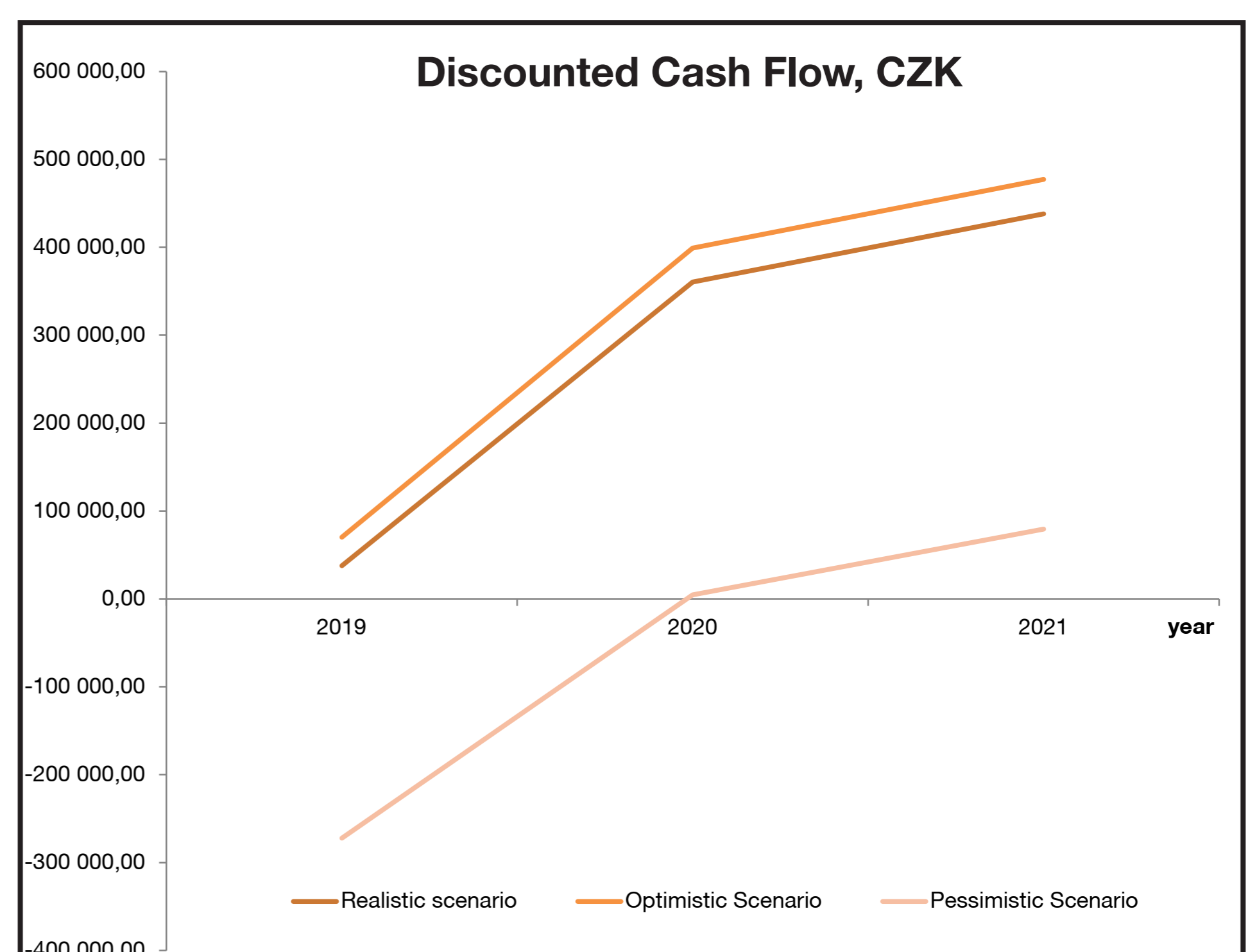
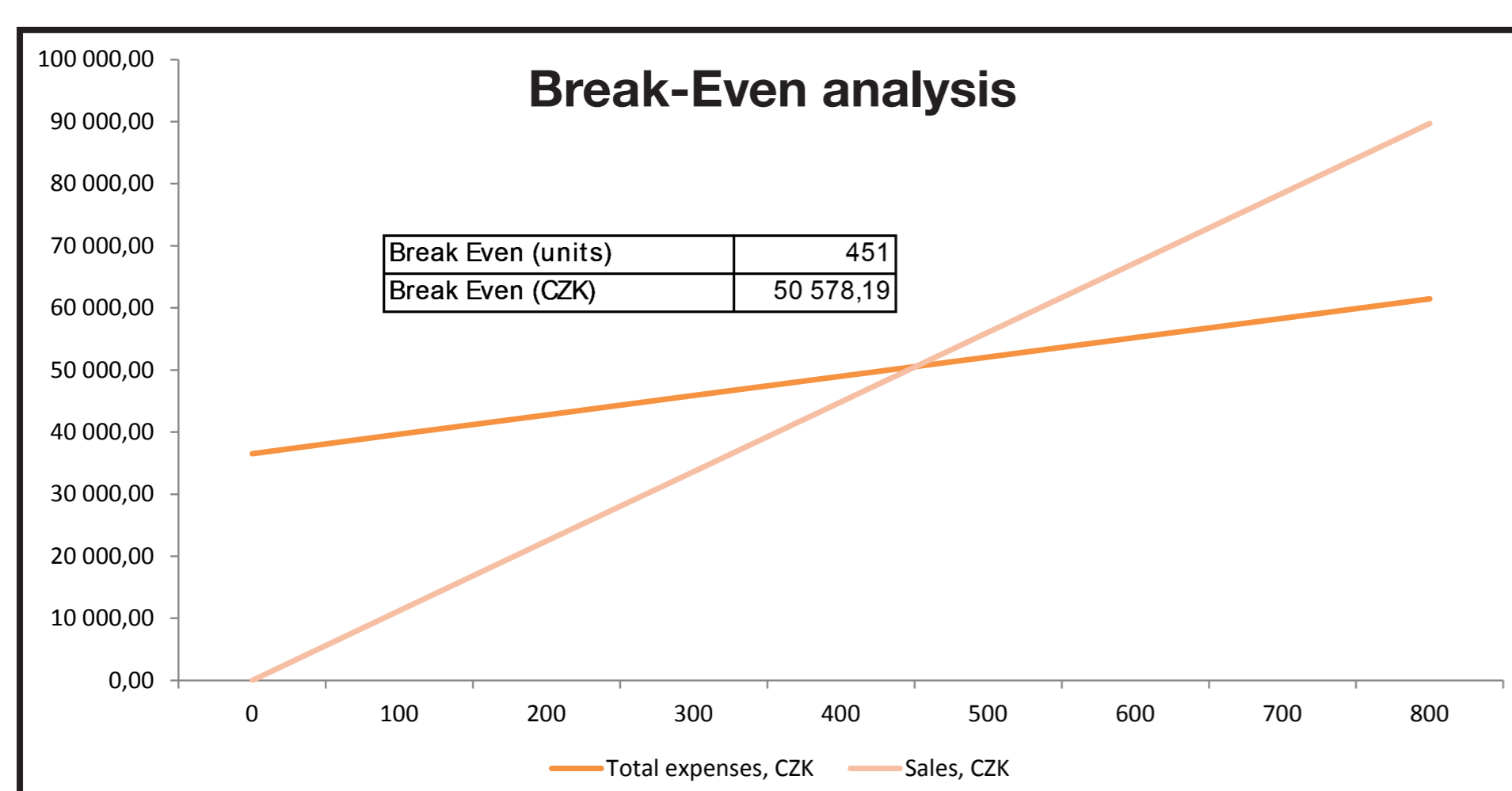
## ENGLISH SUMMARY

The goal of master's thesis is to perform the feasibility study of the food truck with burgers and to evaluate project's viability. The thesis is divided into theoretical and practical part. The theoretical part recognizes basic aspects of the project and feasibility study, such as general features, important processes and evaluation methods. The practical part is based on the theoretical part and determines basic features of the company, considering the evaluation of its development, according to strategic analysis and financial analysis. Based on a research, this thesis allows to conclude whether the project will be implemented or not.

## THE GOAL OF THE PROJECT

The goal of the project is to launch the operations of Food Truck KZ specialized in selling burgers in black buns and in providing real value and quality of burgers to the customer at the beginning of April 2019.

## EVALUATION OF THE PROJECT



	Realistic variant	Optimistic variant	Pessimistic variant
Net Present Value (NPV)	27 682,25	138 074,64	-996 999,39
Internal Rate of Return (IRR)	9%	15%	Could not be evaluated
Payback Period, years	3	3	Could not be evaluated