

FEASIBILITY STUDY OF THE FOOD TRUCK WITH BURGERS

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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.

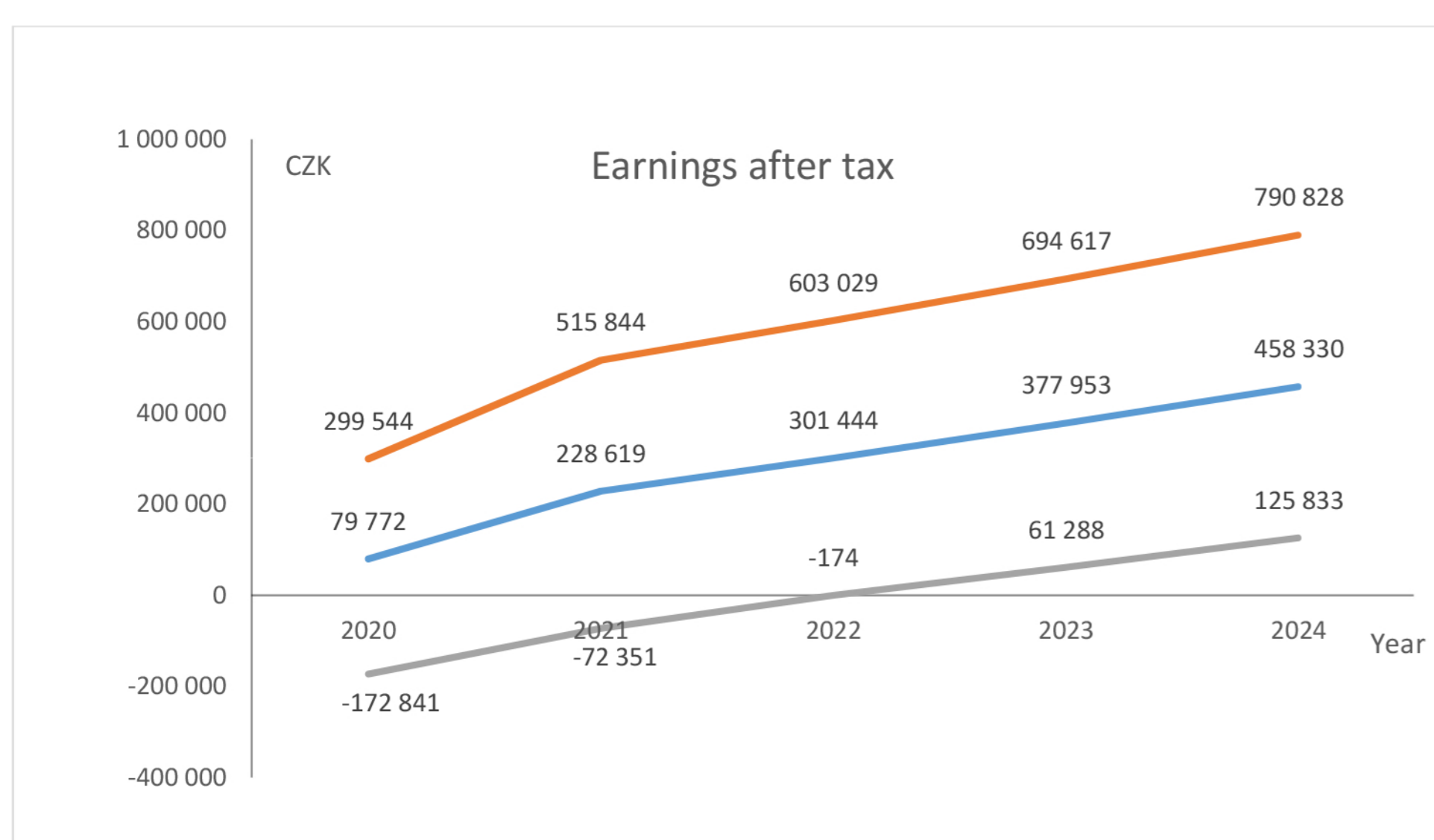
ENGLISH SUMMARY

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 the launch of the Food Truck KZ specialized in selling burgers with black buns at the beginning of April 2020 and to return the invested funds within 2 years from the date of establishment.

EVALUATION OF THE PROJECT



	Realistic scenario	Optimistic scenario	Pessimistic scenario
Net Present Value (NPV)	1 480 CZK	1 149 680 CZK	-1 185 593
Internal Rate of Return (IRR)	8%	26%	-
Payback Period	5 years	3 years	-

Key characteristics of the project	
Name	Food Truck KZ
Location	Food Market near Roháčova str., Prague
Truck	Fiat Ducato
Employees	1. Chef 2. Seller
Menu	1. Black bun burger 2. Classic burger 3. Vegan burger 4. Beverages
Equity	500 000 CZK
Loan	500 000 CZK