

ABSTRACT

Brewisely Coffeemate is a small business established in late 2015 in the city of Depok, West Java. Brewisely Coffeemate is engaged in coffee shop and want to develop on coffee roastery business unit. Until this research conducted Brewisely Coffeemate still in the coffee shop. The purpose of this research is: 1) Knowing the size of the market from the construction of coffee roastery business unit on the Brewisely Coffeemate. 2) Find out the benefits of establishing a Coffee roastery business unit at Brewisely Coffeemate by looking at the technical and financial aspects. 3) Determine the sensitivity level of the investment in the construction of the coffee roastery business unit at Brewisely Coffeemate.

Based on the results of the analysis and discussion, the conclusion of this study in the market aspect, obtained the percentage of potential market is 100%. On the available market got a percentage total of 100 respondents, group I of 6 people willing to buy with price range below Rp. 25,000. Group II of 33 respondents are able to range in price Rp. 25.001 - Rp. 50,000. Then group III, 40 respondents are able to range in price Rp. 50.001 - Rp. 75,000. And group IV, 9 respondents are able in the price range Rp. 75.001 - Rp. 100,000. As well as group V, 12 respondents are able to price above Rp.100.000. Whereas the available market is from Group I of 6%, Group II is 33%, Group III is 44%, Group IV is 9%, and Group V is 12%. In the target market, this business will target 1% of the total available market. From the existing calculations, the construction of coffee roastery on Brewisely coffeemate business can be considered feasible.

Keywords: Feasibility Analysis, Market Aspects, Technical Aspects, Financial Aspects, Brewisely Coffeemate.