

ABSTRACT

Kadatuan Koffie is the one of company which produces coffee bean in Java island, Indonesia. Kadatuan Koffie had build a mini cafe in Jalan Karawitan, Bandung. The researcher want to give a improvement to Kadatuan Koffie such as a franchise system.

Researcher use franchise to make Kadatuan Koffie's profit increase. This franchise design will be a decision making for Kadatuan Koffie.

In this final assesment franchise system will be built by benchmarking method and feasibility tools such as market aspect, technical and operational aspect and also financial aspect to find the result of feasibility.

Researcher use feasibility tools twice. The first one is for Kadatuan Koffie Cafe and the second is for the franchise system or division. In sesitivity analyze, Franchisee's Cafe will be calculated to see the feasibilty aspects of it.

In this final assesment, market aspect is contain of sales data. So, there is no potensial market, market share and etc. For franchise design, researcher using a sales forecasting data in Bandung City.

Keyword : Franchise, Benchmarking, Cafe, Feasibility Analysis