

ABSTRACT

Nusantara Cafe is a developed business from a traditional canteen which was originally established in 2018. The menus offered by the Cafe are main courses, such as beverages such as; coffee, tea, and others. The specialty of the beverage is Sidikalang coffee. This culinary business is located in the Central of Jakarta, which has an advantage of being in the central of industrial, business, and offices area. Started as a traditional canteen, the income of this business is still low and stagnant. However, one of the many reasons is lack of promotion to people nearby. Therefore, the owner of the business decided to make a development and convert the business into a Cafe. As a matter of fact, people nowadays tend to work outside offices and have meetings in places such as Cafe. Based on the fact, the owner of the business decides to take the opportunity and make a new development. The market potential of this area are workers which offices' are located in the central of the city. In order to establish the Cafe, feasibility analysis is needed beforehand. The methods used for the feasibility analysis are separated into market aspect, technical aspect, and financial aspect. Based on the research, the method used in collecting data is by distributing questionnaires. The calculation shows that the potential market value is 90% which equals to 119.321 prospective customers, the available market is 89% of the potential market which equals to 106.195 people, and target market is valued 1% of the available market which equals to 12.743 visitors in a year. The feasibility methods used are calculating for the value of NPV, IRR, PBP in a period. Briefly, the value for each methods NPV equals to Rp 56.025.515 , IRR is 20,8%, and PBP with 4,2 years.. To summarize, the IRR value is bigger than the MARR value which is 10,25% and the business is feasible to develop.