

ABSTRACT

Coffee shop Mas Vrooh is a business engaged in the culinary that sells coffee products using manual brew technique. This coffee shop also offers archery games provided in the shop so that customers besides can enjoy coffee, can also play archery with friends or family, but to play archery is not worth it because it does not qualify Minimum distance to play archery and loss. Therefore coffee shop Mas Vrooh want to make a reconcept café using Billiard and move the location of coffee shop to a decent place and crowded customers. The business location is located in the city of Balikpapan, where the campus and school areas become the main destination of the coffee shop Mas Vrooh. In this research the market aspect is obtained by spreading the questionnaire to 100 respondents who are in the city of Balikpapan that are status as students and students to determine how many potential markets, markets are available, and target market. As for the technical and financial aspects used secondary data obtained from various sources. The results of the survey spread showed a potential market percentage of 89%, the market was available at 81%, and for the company's target market shot 6% of the market available.

Financial calculation results show that NPV value for 2020-2024 period is Rp158.179.175 IRR of 38,01%, and PP 1,059 year. IRR that is acquired is greater than the value of MARR which is 25,38% and NPV is positively valued. From this parameter, the reopening of coffee shop Mas Vrooh in Balikpapan City was deemed feasible.

Key words: Coffee shop Mas Vrooh, feasibility analysis, NPV, IRR, PP