

## **ABSTRACT**

*Kendara Coffee is a business engaged in culinary with the concept of a coffee shop that sells various types of coffee and non-coffee. Kopi Kendara has the first outlet in Jalan Pelajar Pejuang 45 with an increase in income from each month. Therefore, the owner wants to expand his business by opening a new branch in Jalan Sultan Tirtayasa area.*

*In this study, market aspects were carried out by distributing questionnaires to 100 respondents who were in the city of Bandung. The age range targeted at the market is 15-30 years. From the results of the distribution of the questionnaire obtained a 78% potential market, 85% available market from the potential market, and the company is targeting the target market for 0.4% of the available market.*

*From the calculation results obtained, the NPV value for the period 2021-2025 is Rp 202,895,967, the IRR percentage is 45%, PP 2.43 years, and BEP is 18477 cup. The IRR obtained is bigger than the MARR set at 13.79% and the NPV obtained is positive. Therefore, it can be concluded that the opening of a new branch on Jalan Sultan Tirtayasa, Bandung can be declared feasible.*

*Keywords: Kendara Coffee, Feasibility Analysis, NPV, IRR, PP, MARR*