

ABSTRACT

Sonja Coffee Shop is one of the business in the field of culinary that opened its business in the city of Malang and experienced an increase in revenue every month. There are several reasons for business development that has the concept of coworking space in Depok. In this research, the market aspect is derived from the spread of questionnaires to 100 respondents in Depok City with the age range of 15 – 34 years. Gained a potential market of 96%, the market is available at 97% and a target market of 0.18% of the market is available. Analysis of technical and operational aspects is done to know the production and income that occurred in the business for 5 years to come. The calculation of financial aspects acquired by NPV amounted to Rp 192.905.472, IRR value of 21% and PBP for 4.5 years. The value of $IRR > MARR$ is 12% and $NPV > 0$, so this effort is worth to run. In addition, in this effort there is a limit on the sensitivity to direct raw material cost increase by 14%, direct labor cost increase by 12%, decrease in demand by 16% and a decrease in sales price by 3%. There are risks that may occur in this business, which is the market risk due to emerging competitors, operational risk due to engine damage and facilities and financial risks due to inflation annually accounted for at 7.03%.

Keywords: feasibility analysis, NPV, IRR, PBP