

ABSTRACT

With tremendous improvement nowadays, individuals are also taking advantage of technology by saving time. Internet shopping is very popular with people nowadays, it can save time and get the perfect item or product on the internet. In Simpang Hinalang, Simalungun, North Sumatra, the US Green Coffee enterprise, which sells green coffee beans, is located. Coffee is popular nowadays, and every day many people make coffee a necessary drink. US Green Coffee thus takes advantage of both developments by developing enterprises that have traditionally sold coffee offline and extending the online market to target markets. Because with the new method, this enterprise would make sales, because of the reason so will make a feasibility analysis. Based on the results of the analysis, the NPV value is Rp 158.379.432, an IRR value of 43%, and a payback period of 2,43 years along with designing a website as a forum for online sales.

Keywords: Feasibility Analysis, NPV, IRR, PBP, Website Design.