

ABSTRACT

Bloom Coffee is a coffee shop located on Jalan Raden Sartika, Sumber Regency. Bloom Coffee sells coffee-based drinks and some snacks. Based on the existing data, public interest in coffee consumption increases every year, including in Cirebon city. This is an opportunity to enlarge the market and expand the business of Bloom Coffee by opening a new branch in Cirebon city. Opening a new branch will require a large investment, so it is necessary to do a feasibility analysis. This study analyzes the feasibility of establishing a new branch of Bloom Coffee from market aspect, technical aspect, and financial aspect. Based on calculation, with MARR 10%, the plan of Bloom Coffee business development is feasible with a NPV value of Rp. 69.086.173,69, an IRR of 22%, and a PBP of 4,406 years (by considering the time value of money) or 4,1 years (without considering the time value of money). Besides that, sensitivity analysis shows that this investment is not sensitive to an increase in raw material prices, because the increase in raw material by 39.22% will affect the feasibility of investment. But this investment is relatively sensitive to a decrease in selling prices. The decreasing of selling price by 11.70% will affect the feasibility of investment.

Keywords: Feasibility Analysis, NPV, IRR, PBP, Sensitivity Analysis, Bloom Coffee