

ABSTRACT

Addictea is a business that sells milk tea drinks with various sizes and flavors. This business, which is located in the city of Bandung, has been established since 2011 and has managed to maintain its business to this day. Due to the composition of natural products, making drinks can not last long if not stored in the wrong temperature and place. The solution to Addictea's business problems is to open an offline store branch in Jakarta due to the large number of requests from outside the city of Bandung, especially the JADETABEK area. The reason for choosing to open a branch in the City of Jakarta is because the level of Addictea's Instagram followers shows that the City of Jakarta has the highest level. Therefore, a business desain and feasibility is made based on market aspects, technical aspects, and financial aspects. The market aspect in this study serves to obtain an estimate of demand from the calculation of the potential market, available market, and target market, so that a proposed marketing strategy can be made. In the technical aspect, we get business processes, human resources, location, and store layout. The financial aspect is needed for the calculation of business feasibility which produces a Net Present Value (NPV) of Rp139.372.327, a Payback Period (PBP) of 2.63 (years) where the economic life of the investment is 5 years, and an Internal Rate of Return (IRR) of 30,49% where the MARR is 10,64%. With $NPV > 0$, $IRR > MARR$, and $PBP < \text{economic life}$, so that the Addictea business desain with opening a branch in Jakarta is said to be feasible, and the sensitivity result to decreasing demand is 8,58%.

Keywords – Feasibility Analysis, NPV, PBP, IRR, Sensitivity Analysis, Offline Store Desain