

ABSTRACT

Tengah Kota Coffee and Resto is the name of a cafe and restaurant located on Jl. Cempaka Putih Tengah, Central Jakarta City, Special Capital Region of Jakarta. The food and drink menu in this place is not much different from other cafes and restaurants. With the data obtained, it can be seen that there is an increase in the interest of people to come to cafes and restaurants from year to year, including in the city of Bandung. This is a great opportunity to expand the market by opening a new branch in Bandung. Opening a new branch will of course require a large investment, so a business plan is needed first. This research conducts business design for the development of Tengah Kota Coffee and Resto from the market aspect, technical aspect, and financial aspect in Bandung City. From the calculations obtained, with a MARR of 10%, the plan to open a new branch from Tengah Kota Coffee and Resto in Bandung City is said to be feasible with PBP at 4.28 years, NPV of Rp. 35,122,673, and IRR of 18%. In addition, the sensitivity analysis shows that this investment is not too sensitive to the increase in raw material prices because an increase in raw materials by 19.28% can only affect the feasibility of the investment. Then, this investment is also relatively sensitive to the decline in selling prices. A decrease in the selling price of 2.51% may affect the feasibility of the investment.

Keywords: Business Design, NPV, IRR, PBP, Sensitivity Analysis, Tengah Kota Coffee and Resto