

ABSTRACT

Food and drink are substances needed by humans as a source of energy and nutrients, because of their role as a component in guarding and repairing body tissues (Kemenkes RI, 2006). Because of this role, not a few people or groups of people choose food and beverages to become a business, namely MSMEs (Small, Micro, and Medium Enterprises). Reporting to data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia, the number of MSMEs in Indonesia was recorded at at least 65,465,497 MSMEs in 2019. Odd-Venture Coffee is one of the MSMEs engaged in food and beverage which was established on August 28, 2020, in Cipinang Muara, East Jakarta. . The UMKM has 40 kinds of dishes consisting of 21 kinds of coffee drinks, 7 kinds of non-coffee drinks and 12 kinds of food opens its business from Monday to Sunday at 10.00 – 22.00 WIB including holidays and red dates. In carrying out its business operations, Odd-Venture Coffee does not only rely on offline stores, but this business unit also uses digital technology, namely the e-marketplace platform (Grabfood) which functions as an offline store, and the Instagram platform which functions as a marketing medium. Based on data obtained at the beginning of the opening of Odd-Venture Coffee in 2020, sales gradually increased. However, this increase is not comparable to the services provided by Odd-Venture Coffee where they only have 5 workers consisting of 3 managers and 2 staff. Based on this, to overcome the problem due to an increase in consumer interest in the product. This certainly makes Odd-Venture Coffee take the initiative to open a new branch by considering market and marketing aspects, technical and technological aspects as well as financial aspects. Based on the identification, calculations, and analysis carried out, the location for the proposed offline store was chosen on Jl. Jalan Raya Waru No. 33a Rawamangun, Kec. Pulo Gadung, East Jakarta City, DKI Jakarta, 13220. There are 3 types of products offered, namely sweet and sour bp products, vanilla latte, and es regal milk. Then, from the calculation results, it was found that the source of funds needed for this proposed business was Rp. 527,553,127, which consisted of own capital (60%) Rp. 316,531,876 and bank loans (40%) Rp. 211,021,251. However, after calculating the

financial aspects, it is found that the balance sheet is not balanced between total assets and owner liabilities. So the feasibility measurement cannot be continued and it can be said that the layout design and business feasibility can be said to be unfeasible.

Keywords — Layout Design, Feasibility Analysis, NPV, PP, IRR