ABSTRACT

Coffeebeans By Ancolmekar is a business initiated by Telkom University students for the Association of Farmers Groups (Gapoktan) in Ancolmekar Village as a form of implementing community service work programs carried out in Ancolmekar Village. This effort was made to help sales of coffee products in Ancolmekar Village, which experienced fluctuations due to limited market conditions and showed a decline in consumption and sales of coffee products during the COVID-19 pandemic. Meanwhile, coffee farming is one of the main sources of income that supports the community's economy, because most of them work as coffee farmers. Coffeebeans By Ancolmekar plans to open an online store through the Shopee marketplace to sell their products. The products that will be sold through the Coffeebeans By Ancolmekar store are roasted coffee beans and coffee grounds. Considering that digital business development is a new thing for coffee farmers, it is necessary to design the feasibility of a Coffeebeans By Ancolmekar business development plan based on market aspects, technical aspects, and financial aspects. Based on the results of the business feasibility design that has been carried out, the NPV value is Rp 173.076.437, the IRR value is 35,97% and MARR used is 10,82%, and the PBP is 3,02 years. So it can be said that the plan is feasible. In this design, sensitivity analysis is also carried out by considering the increase in the purchase price of coffee per kilogram, the decrease in the selling price, the decrease in market demand, the increase in labor costs, and the increase in building rental costs, and the use of annual inflation. The results of the sensitivity analysis show that the Coffeebeans By Ancolmekar online business development plan is sensitive to an increase in the cost of purchasing coffee by 17,17%, a decrease in product selling prices by 6,76%, a decrease in market demand by 13,51%, an increase in labor costs by 18,47%, an increase in building rental costs by 35,57%, and an increase in inflation by 7,32%.

Keywords — *Feasibility Analysis, Sensitivity Analysis, NPV, PBP, IRR*