

ABSTRACT

Serupa Coffee is a business engaged in culinary with the concept of a coffee shop that sells various types of coffee and non-coffee. Serupa Kopi has the first outlet in Jalan Pajajaran Raya No. 3 with an increase in income from each month. Therefore, the owner wants to expand his business by opening a new branch in Jalan Alam Sutera..

In this study, market aspects were carried out by distributing questionnaires to 100 respondents who were in the city of Bandung. The age range targeted at the market is 18-33 years. From the results of the distribution of the questionnaire obtained a 94% potential market, 93% available market from the potential market, and the company is targeting the target market for 0.5% of the available market.

From the calculation results obtained, the NPV value for the period 2024-2028 is Rp279.060.212, the IRR percentage is 75%, PP 2.41 years. The IRR obtained is bigger than the MARR set at 11.23% and the NPV obtained is positive. Therefore, it can be concluded that the opening of a new branch on Jalan Sultan Tirtayasa, Bandung can be declared feasible.

Keywords: Kendara Coffee, Feasibility Analysis, NPV, IRR, PP, MARR