

## **ABSTRACT**

*A feasibility study is a study of a business plan that not only analyzes the viability of establishing a business but also whether it can be operated efficiently to achieve maximum profits over an indefinite period. The purpose of conducting a feasibility study is to avoid excessive investment in unprofitable activities. Therefore, this research focuses on a feasibility study of a business venture that has not been initiated yet, in order to reduce the potential for business failure and avoid the risk of losses. One of the ventures currently being planned for initiation is a business called YUBEYU. YUBEYU is a micro-enterprise that plans to produce and sell infused water beverages in Bandung City. The establishment of YUBEYU is based on the change in the post-pandemic lifestyle of society, with an increased awareness of healthy living. The planning for the opening of YUBEYU involves the feasibility study phase to ensure that the business opening aligns with its intended goals and reduces the risk of failure by assessing three aspects of business feasibility: the market aspect, the technical aspect, and the financial aspect. The market aspect needs to be examined to determine the market demand for YUBEYU's products, using questionnaire surveys. The technical aspect needs to be studied to determine the operational and production systems of the business, raw material and packaging requirements, and labor needs. The financial aspect requires examination to project profit and loss, cash flow, and ratios, which will be used to determine financial feasibility and sensitivity analysis. The financial feasibility results in an NPV of Rp14.955.744, an IRR of 51.51%, a payback period (PP) of 2.013 years, and a minimum attractive rate of return (MARR) of 12.9%. The sensitivity analysis results indicate that the sensitivity of direct labor cost increase with a percentage increase of 8%, and the sensitivity of rent cost increase with a percentage increase of 11%.*

**Keywords— Business Feasibility Study, Infused Water, Investment Feasibility, Sensitivity Analysis**