

ABSTRACT

Currently, the cafe can provide dessert as a complementary menu where dessert has changed the lifestyle of consumers in Indonesia, especially among young people who no longer consume dessert only for dessert, but as a main choice for snacks. Based on the results of observations, there are some cafes that do not provide menus dessert because there is no cook (chef) to make it and it will also take time to prepare the dish. However, presence dessert in a cafe can provide visitor satisfaction. Therefore, the cafe needs to develop a menu dessert to expand its business in meeting the needs of the market in which dessert has a strong market potential favored by the millennial generation and generation z.

People's behavior in consuming dessert provides an opportunity for "Mamayu Desserts" to realize the culinary business by providing various kinds dessert to meet the equipment of the cafe menu. Mamayu Desserts which was founded in 2020 is located at Gateway Apartment Cicadas, Bandung. Mamayu Desserts manufactures and sells desserts with a wide variety of menus that have a variety of types and flavors. Mamayu Dessert already has the potential to attract consumer attention by having innovations in products, but until now amount of Mamayu production Dessert still fluctuating. Based on the results of interviews with the owner of Mamayu Dessert information on the factors causing the lack of consumer information on the existence of Mamayu was obtained Dessert, the owner of Mamayu Desserts want to open a second branch in the city of Bandung with the concept of "Common Space" or "common room" in a cafe because after an evaluation by the owner that the location of Mamayu Desserts is currently in a less strategic location making it difficult for consumers to access that location.

The owner wants to open a branch with a concept common space at a cafe as an upgradebrand from Mamayu Desserts Which located in a strategic location in order to gain a wider market share. Therefore, related to this solution is to add a second branch using a feasibility analysis in terms of market, technical and financial aspects.

Based on the results of the business feasibility design to find out market aspects, data processing was carried out by distributing questionnaires to 100 respondents

from the city of Bandung with an age range of 15-39 years as the target market. The distribution of questionnaires resulted in a potential market of 94% who were interested in buying Mamayu Desserts products. Markets are available for every Mamayu Desserts product yields a percentage, that is, a percentage Mini Desserts Cake by 94%, Creamy Choux by 85%, Tom & Jerry Cheesecake by 89%, Bento Cake by 75%, Apple Crumble by 83%, Japanese Cake by 91% and Poured Tiramisu by 86%. Target market for every Mamayu Desserts product aim for Mini Desserts Cake by 0.03%, Creamy Choux by 0.02%, Tom & Jerry Cheesecake by 0.03%, Bento Cake by 0.02%, Apple Crumble by 0.02%, Japanese Cake by 0.02% and Poured Tiramisu by 0.02%.

The technical aspect produces information related to business processes, business location, layout, and equipment and facilities in designing the opening of a second branch. The financial aspect takes into account business feasibility using three methods, namely NPV, IRR and PBP. Based on the results of the research conducted in this Final Project, it can be concluded that the design for the opening of the second branch of Mamayu Desserts using a business feasibility study in terms of market, technical and financial aspects, it is declared feasible to run. Based on the calculation results for the next five years using the feasibility method to obtain an NPV of IDR 375,885,079, an IRR of 35.59% and a PBP at 2.4 years which indicates that the business is eligible to be carried out. Mamayu's efforts Desserts has a sensitive level to a decrease in selling prices of 11.38%, a decrease demand of 17.39% and an increase in production costs of 32.95% which will cause the business to be infeasible

Keywords— Common Space, Feasibility Analyst, NPV, IRR, PBP