

## **ABSTRACT**

*Kedai Sabi is a business in the field of culinary with the concept of coffee shop that sells numerous kinds of coffee and non-coffee beverages. Coffee shop Kedai Sabi opened their first outlet in the area of Telkom University and has shown constant increase in sale in every month. Due to this detail, the owner wished to expand the coffee shop business. Tamansari was eventually chosen as the new strategic location for the second shop of Kedai Sabi.*

*In this research, to gain information regarding market aspect, the researcher distributed questionnaire to 270 respondents who reside in Bandung in the range age of 15-30 years old was used to determine the amount of potential market, available market, and target market. Meanwhile, secondary data that was obtained from various sources were used to examine the technical and financial aspect. The result show amount of the potential market is 100%, the available market is 91.11%, and for the target market, the company is targeting 1% of available market.*

*This financial calculation result showed that the NPV within the period of 2016-2020 was as much as Rp 337,252,314.30, with IRR percentage of 33.34% and PBP of 0.836 year. The acquired IRR was bigger than the MARR value which was 15% and the NPV was positive. Due to this parameter, it can be concluded that the opening of coffee shop Kedai Sabi's new branch in Tamansari, Bandung was deemed feasible.*

*Key words: coffee shop Kedai Sabi, feasibility analysis, NPV, IRR, PBP*