

## **ABSTRACK**

*Serantau Coffee is a business in the field of culinary especially drinks with the concept sells kinds of coffee and non coffee. Serantau Coffee opened their first outlet in South Bekasi and has shown constant increase in sale in every month. Due to this detail, the owner of Serantau Coffee want to expend and develop the business of coffee shop. Lombok Street, Riau Bandung City was eventually chosen as the new strategic location for second shop of Serantau Coffee.*

*In this research, to gain information regarding market aspect, researcher distribute questionnaire to 100 respondents who reside in Bandung with different district. The target respondents is in the range of 15-35 years old respondent to find out how many potential market, available market, and target markets. Meanwhile, for technical aspect and financial aspect are used based on secondary data obtained from various sources. The result show amount of the potential market is 88%, the available market is 82%, and for target market the company targeting 0,6% available market.*

*Financial calculation result showed that NPV within the period of 2020-2024 was as much as Rp 100.038.475, with IRR percentage of 28%, and PBP 4,19 year. The acquired IRR was bigger than the MARR value which was 10,25% and the NPV was positive. Due to this parameter, it can be concluded that the opening Serantau Coffee business branch in Bandung City was deemed feasible.*

*Keywords: Serantau Coffee, feasibility analysis, NPV, IRR, PBP, MARR*