

ABSTRACT

Arjuna Coffee is a SME (Small and Medium Enterprises) engaged in the processing of arabica coffee products located in Maribaya, West Bandung Area. Abundant harvests but not supported by sufficient coffee processing facilities cause Arjuna Coffee is not optimal in processing coffee into the form of Green Bean, Roast Bean, and Powder. This resulted in more coffee Arjuna sell coffee products in the form of HS (Horn Skin) or coffee grain, which is less profitable and minim value-added. In this feasibility study will be discussed about the construction of new coffee facilities Arjuna reviewed in market aspects, technical aspects, and financial aspects. Market aspect analysis is done by using Least Square Method and historical data as reference. Technical aspect analysis resulted in the output of facility layout and financial aspect analysis calculated based on NPV, IRR, and PBP calculation with projection for 3 years period. This feasibility study shows that the implementation of new Arjuna Coffee facility development is feasible to implement.

Keywords : coffee, Horn Skin, Green Bean, Roast Bean, Powder, feasibility study, NPV, IRR, PBP