

ABSTRACT

Indonesia became the fourth country as a coffee producer in the world, this is also in line with the high consumption of coffee in Indonesia. The increase in coffee consumers has finally brought changes to the trend of drinking coffee, now drinking coffee is no longer just to get rid of sleepiness but has become a lifestyle and necessity. In addition, drinking coffee is also used as a gathering place as well as a means of communicating, breaking the ice, or building intimacy. Then the presence of a coffee shop at the end is high in demand with the reason is can be a meeting place with colleagues, and this phenomenon also occurred in Bandung. One of the coffee shops present in Bandung is Toko Kopi which has been established since 2017. Based on the results of the above calculation research obtained value of Payback Period (PP) is 2 year 3 months, Average Rate of Return (ARR) is 49%, Net Present Value (NPV) is Rp 29.425.706,-, Internal Rate of Return (IRR) is 34%, and Profitability Index (PI) is 1.3 times. From these results it can be concluded that the plan to open a new branch of Toko Kopi is feasible to do.

Keywords: New Branch Feasibility Study, Toko Kopi