

## **ABSTRACT**

Batujajar Space and Culture is a tourism industry. This place located at Batujajar, Westside of Bandung City. Geographically, this place located at the lakeside of Saguling Dam which makes it an advantage at vibes and views. The content that already running in this place is a traditional sundanese restaurant called Saung Apung Pangaisan. Their market is families and communities.

In purpose to spread up their market scope for youth, Batujajar Space and Culture is making an aesthetic and minimalist theme cafe named Daily Escape Café. They will sell snacks and beverages. In order to analyze the feasibility, writer do in depth research at market aspect, technical aspect, financial aspect, and risk analyze

According to the result of feasibility analysis, the Daily Escape Café design is worth to made with the NPV value Rp 90.455.374, IRR value 17% and PBP value 4,58 or 58 months.

Keywords: Feasibility Analysis, NPV, IRR, PBP, Café