

ABSTRACT

Bikinin Kopi is a coffee shop in the culinary field, especially drinks with various types of beverage concepts. Bikinin Kopi opened its first store on Jl. Pakuncen No.2, Sukaharja, Kec. Telukjambe Timur, Karawang Regency, West Java 41361. Due the high market demand, the owner intends to open a new larger branch in a more strategic location that is on Jl. HS. Ronggo Waluyo, Puseurjaya, East Telukjambe District, Karawang Regency. This research aims to analyze the feasibility of the business opening of Bikinin Kopi coffee shop branch in Karawang based on market aspects, technical aspects, financial aspects, and sensitivity analysis. Determination of market aspects was done by disseminating questionnaires to 139 respondents located in Karawang, especially around the location of new branch with the age range of 15-34 years. From the questionnaire obtained information about potential markets, available markets, target markets, segmenting, targeting, positioning, and marketing mix. As for the technical and financial aspects were obtained from secondary data with various sources. The results of the questionnaire showed a potential market percentage of 89,2%, the available market 94.2% and the target market targeting 0,23% of the available market. The result of financial calculation showed the NPV value for the period 2022-2026 was IDR 115.808.301, the percentage of IRR value was 37%, and PP 2,459901218 or 2 years 8 months. MARR percentage was 9,82% greater than IRR and NPV which was positive. From these parameters indicated that the opening of the new branch Bikinin Coffee on Jl. HS. Ronggo Waluyo, Puseurjaya, East Telukjambe District, Karawang Regency was declared eligible. In the sensitivity calculation, the sensitivity level limit of rising raw material costs by 28,19%, operational costs by 51,27%, increase in labor costs by 41,36%, decrease in demand by 9,14% and decrease in prices by 9,05%, so that among the five indicators, the most sensitive indicator was price declines.

Keywords – feasibility analysis, business development, market aspects, technical aspects, financial aspects.