

ABSTRACT

Creative industries are an industry group consisting of various types of industries that are related in a process of action from an idea to a potential high economic value that can create prosperity and jobs. In this increasingly modern era, the culinary industry in Indonesia will increasingly become a creative industry that will play an important role in the development of the country's creative economy. As one of the businesses engaged in the culinary industry, One Eighty Coffee and Music offers a type of food, namely dessert. This type of food is a food that has a fairly large number of enthusiasts with a less large area so that One Eighty Coffee and Music wants to expand the area to provide comfort to consumers. Therefore, it is necessary to design business feasibility in the expansion of the one Eighty Coffee and Music dessert sales area based on market aspects, technical aspects, and financial aspects. Based on the results of the business feasibility design that has been carried out, the MARR value of 10.82%, the NPV value obtained was Rp2.406.476.137, the IRR value was 35,14% and the PBP value was 2.98 years. From the results of these calculations, it can be said that this business is feasible to run. This design also calculates the sensitivity limit to the increase in raw material costs by 27,79%, the sensitivity of the decrease in product sales prices by 13.86% and the sensitivity of decreasing demand by 13.86%.

Keywords – Feasibility Analysis, NPV, IRR, PBP