

## **ABSTRACT**

*One of the main causes of failure in an MSME is the lack of a comprehensive business feasibility analysis, especially from a financial aspect. As a coffee shop that is still classified as an MSME, Nomo Coffee, which is located in the center of Bandung City, with a small amount of investment, makes this coffee shop have its own special features. However, a business feasibility analysis is needed to determine whether or not this business is feasible to continue running. The purpose of this research is to determine the results of the business feasibility analysis in terms of financial aspects and Nomo Coffee's financial sensitivity. This research uses a qualitative approach with a case study type of research. The results of the business feasibility analysis research show that Nomo Coffee is still viable to operate with a Net Present Value of IDR 1.000.746 ( $NPV > 0$ ), a Payback Period (PP) of 3.88 years, and an Internal Rate of Return (IRR) of 10%. Meanwhile, the results of the three scenarios in the sensitivity analysis show that Nomo Coffee is not feasible to run in the pessimistic scenario, but is feasible to run in the moderate and optimistic scenarios. Sensitivity analysis with the expected return increase parameter shows that Nomo Coffee is able to tolerate increases of 15% and 17%.*

**Keywords:** *Business Feasibility Study, MSMEs, Financial Aspects*