

## **ABSTRACT**

*Sewelas Coffee is a coffee shop located in Pati, Central Java, established in 2017. Based on financial reports, Sewelas Coffee's revenue has consistently increased every year, presenting an opportunity for business expansion. The significant revenue growth has also created operational challenges, such as not having enough facilities and staff to meet customer demand. Sewelas Coffee plans to open a new branch in Kudus, specifically at Jl. Bhakti No.3, Barongan. The location was chosen for its strategic position in the city center, which promises a significant market potential. The feasibility analysis for the new Sewelas Coffee branch in Kudus considers market, technical, and financial aspects to ensure the branch's viability. The demand for products is estimated to increase by 1.3% annually, following the population growth rate of Kudus. Based on the feasibility study, with a Minimum Attractive Rate of Return (MARR) of 11.01%, the Net Present Value (NPV) is Rp1.398.616.637, the Internal Rate of Return (IRR) is 55.72%, and the Payback Period (PBP) is 2.04 years. These results indicate that the new Sewelas Coffee branch is good investment because the NPV is positive, the IRR is higher than the MARR, and the PBP is within the acceptable investment period. The new branch is sensitive to a 56.50% increase in raw material costs, a 135.29% increase in labor costs, a 20.88% decrease in selling prices, and a 20.88% decrease in demand. If variable changes exceed these sensitivity limits, the new might not be profitable. The risk analysis, which measures each risk variable, A risk analysis shows a total risk percentage of 8.88%, with an NPV of Rp914.598.398, an IRR of 55.72%, and a PBP of 2.35 years, indicating the branch would still be viable.*

**Keywords:** *Feasibility analysis, NPV, IRR, PBP, sensitivity analysis, risk analysis*