

## ABSTRACT

*Body odor is the most avoided thing by many people, the appearance of body odor can be caused by poor hygiene and bacterial growth. In modern times, antispray deodorants are starting to appear. However, this antispray deodorant has several ingredients that are dangerous if used excessively. Therefore, with this opportunity, we made an innovation, namely an environmentally friendly deodorant spray that we named "Roast Relief Natural Deodorant Spray" by combining coffee grounds, which are often considered waste, we also use non-aerosol spray pumps or refillable reusable containers.*

*This study analyzes several variables that are categorized into dimensions and indicators, including aspects of production, marketing, business development, human resources, management, as well as financial aspects such as Payback Period (PP), Net Present Value (NPV), Profitability Index (PI), and Internal Rate of Return (IRR).*

*The estimated market demand for Roast relief products shows an increase every month. This shows that the quality and price of the product are very good. This indicates that Roast Relief has the potential to grow and compete in an increasingly competitive business market.*

*The conclusion of this study is that non-financial analysis shows good results, seen from the aspects of production, marketing to resources and management running well. The business decision is feasible to be carried out, so it is hoped that Roast Relief can develop and be able to compete in increasingly competitive business competition.*

**Keywords :** *Roast Relief, Business Feasibility, Coffee Grounds*