ABSTRAC

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This study analyzed the business development at Bothlaim *coffee shop through the opening of a new branch, using a business feasibility study as the primary analytical tool. A business feasibility study aims to evaluate various important aspects, including market promotion analysis, management, human resources, technical, technological, financial, and legal aspects.*

This study used a qualitative approach by collecting primary data through surveys and interviews, as well as secondary data from financial reports and relevant literature.

The results of this study show the importance of conducting a business feasibility study in order to understand its impact on improving sales data. The result of the feasibility study can be used as a reference for developing marketing strategies, managing the company's financial aspects, developing human resources, investment planning and better decision making. The results of a comprehensive analysis of all aspects of the Bothlaim *Space business feasibility study recommends that the opening of a new branch is feasible. Thus, this business development through the opening of a new branch is expected to achieve its goals and generate profits.*

Keywords: *New Branch Opening, Business Feasibility Study, Coffee Shop, Financial Aspects*

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