ABSTRAK

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BUSINESS FEASIBILITY STUDY FOR THE OPENING OF A NEW BRANCH OF GORI ARTISAN COFFEE SHOP IN MAKASSAR

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This study aims to assess the feasibility of opening a new branch of Gori Artisan Coffee shop in Makassar City by analyzing five key aspects: market and marketing, management and human resources, technical and technological, legal, and financial aspects. The market analysis revealed a promising potential, with a growing trend in coffee consumption, especially among the younger generation in Makassar. The marketing strategy, based on the 7P marketing mix and STP (Segmentation, Targeting, Positioning), is considered effective in enhancing competitiveness and expanding market share.

In the financial aspect, projections were made for income statements, cash flow, and balance sheets, which were then analyzed using financial indicators such as NPV (Net Present Value), IRR (Internal Rate of Return), ARR (Accounting Rate of Return), PI (Profitability Index), and Payback Period. The calculation results show positive values, indicating that the business is financially feasible and has the potential to generate sustainable profits. The legal aspect confirms the completeness of required legal documents to support operations, while the management and human resources aspect shows readiness to manage operations effectively and efficiently. The technical and technological aspects also support the expansion plan through strategic location selection, appropriate layout, and the availability of adequate equipment and facilities.

Based on the analysis of all aspects, it can be concluded that the plan to open a new branch of Gori Artisan Coffee in Makassar is feasible to implement. This research serves as a crucial foundation for managerial decision-making in business development and also contributes to the academic literature in the field of business feasibility studies. By considering market potential, managerial strength, technical readiness, legal compliance, and positive financial prospects, Gori Artisan Coffee has the opportunity to expand its market share and strengthen its position as a leading artisan coffee shop in Indonesia.

Keywords: Business Feasibility Study, Coffee Shop, Gori Artisan Coffee, Business Expansion, MSMEs, Makassar.

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