

ANALISIS KELAYAKAN USAHA *COFFEE SHOP* DI MASA PANDEMI (STUDI KASUS BRANS STREET EATERY DI BALI)

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Abstrak

Brans Street Eatery merupakan usaha *coffee shop* yang menjual makanan dan minuman. Usaha *coffee shop* Brans Street Eatery berlokasi di Bali tepatnya di Badung, Kuta Utara. Usaha ini berjalan saat masa pandemi yang mempengaruhi keuangan dan jalannya usaha ini kedepannya. Permasalahan tersebut membuat dilakukannya penelitian ini untuk analisis kelayakan usaha dengan meninjau nilai NPV, IRR, PP dan PI untuk aspek finansial serta analisis sensitivitas dari 3 kondisi yaitu *optimistic*, *best*, *pessimistic* dan juga analisis non finansial dari aspek pasar, pemasaran dan manajemen. Hasil dari analisis finansial dan non finansial menunjukkan bahwa usaha sudah layak dijalankan. Hasil analisis sensitivitas 3 kondisi menunjukkan bahwa hasil dari kondisi *pessimistic* masih belum layak dijalankan karena hasil dari PP masih jauh dari yang ditentukan.

Kata Kunci : *Coffee Shop*, Aspek Finansial, Aspek Non Finansial, Analisis Sensitivitas

***FEASIBILITY ANALYSIS OF COFFEE SHOP BUSINESS DURING
PANDEMIC (CASE STUDY OF BRANS STREET EATERY IN BALI)***

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Abstract

Brans Street Eatery is a coffee shop business that sells food and beverages. The Brans Street Eatery coffee shop business is located in Bali, precisely in Badung, North Kuta. This business runs during a pandemic that affects finances and the course of this business going forward. These problems make this research conducted for business feasibility analysis by reviewing the NPV, IRR, PP and PI values for financial aspects as well as sensitivity analysis from 3 conditions, namely optimistic, best, pessimistic and also non-financial analysis from market, marketing and management aspects. The results of the financial and non-financial analysis show that the business is feasible to run. The results of the sensitivity analysis for 3 conditions show that the results of the pessimistic conditions are still not feasible because the results of the PP are still far from what is determined.

Keywords: *Coffee Shop, Financial Aspects, Non-Financial Aspects, Sensitivity Analysis*