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ABSTRACT

Saya akan membuka sebuah usaha Coffee Shop. Coffee Shop ini akan dibuka di Jalan Pasirkaliki. Saya memilih Pasirkaliki karena daerah tersebut dekat dengan bank, sekolah BPK Penabur, salon Anata, Aryanti (sebelah Istana Plaza), dan masih banyak kantor-kantor lainnya. Apalagi, Coffee Shop ini akan dibuka di toko kue Prima Rasa Bakery. dan tentunya target market kita adalah orang-orang yang datang ke Prima Rasa Bakery. Coffee Shop ini akan sangat menguntungkan karena banyak orang menjadikan kopi sebagai salah satu minuman favoritnya.

Untuk produknya sendiri, coffee shop menyediakan harga yang relative murah dibandingkan dengan beberapa coffee shop yang ada di Istana Plaza. Coffee Shop pun menyediakan tempat yang nyaman sehingga bagi orang-orang yang membutuhkan tempat untuk bersantai, ini adalah tempatnya. Dengan ruangan yang dibuat senyaman mungkin dan fasilitas wi-fi yang kami sediakan, saya yakin orang yang datang akan nyaman untuk membeli dan bersantai di Coffee Shop ini. Keunggulan dari coffee shop ini adalah coffee shop akan buka jam 7 pagi. Dari hasil survey, tidak ada coffee shop yang buka pada pagi hari di daerah Pasirkaliki. Jadi, karena jam buka pagi ini, yang pastinya akan menambah penghasilan.

Executive Summary

Coffeeholic Shop is a coffee shop located in Pasirkaliki Street. It will be opened on the second floor of Prima Rasa Bakery. Coffeeholic Shop provides many kinds of beverages, such as frappucino, latte and espresso. Besides beverages, coffeeholic shop provides packages of coffee and coffee cake. So this coffee shop is unique, different from the other coffee shops in Bandung.

Coffeeholic Shop offers many kinds of coffee. It is the right place for people to have great coffee and food. Coffeeholic Shop opens in the morning which is a good thing because I did not find other coffee shops that open in the morning located in the Pasirkaliki Street area. This will allow me to gain more profit. The coffee shop provides breakfast packages. The coffee shop prepares many kinds of coffee at an affordable price. The price is cheaper than other coffee shops in Bandung, so we can reach the target market.

Coffeeholic Shop believes that the target markets are the people who come to Prima Rasa Bakery, bank staff and employees around Pasirkaliki Street, teachers, and parents at BPK Penabur School. An advantage of Coffeeholic Shop is that it is located on the second floor of Prima Rasa Bakery, a famous bakery in Bandung which has a lot of customers. So, I believe that it is good for us to open the business in Pasirkaliki Street.

The financial analysis indicates that with an initial amount of 337.331.000 IDR, Coffeeholic Shop can generate 337.310.000 IDR with a

payback period of two years. On top of that, after analyzing the NPV, the result is positive, so it is good to run this business. The coffee shop is profitable. The location in Pasirkaliki Street will make the coffee shop run well.