**ABSTRACT**

Bimasakti Yoga Pratama / 74150390 / 2019 / *Business Plan of coffee shop* “KOPI JUMBO” *in North Jakarta / Supervisor*: Rita Eka Setianingsih, S.E.,M.M.

KOPI JUMBO *is a business engaged in food and beverage that has a business concept, namely a coffee shop.* KOPI JUMBO *sells a various types of coffee drinks that have more bigger size than usual.* KOPI JUMBO *will open its business in Kelapa Gading, North Jakarta.*

KOPI JUMBO *have a vision that is " To be the Society first choice of Coffee Shop that has high competitiveness on Jabodetabek “. Kopi Jumbo also has a mission to be the first choice of customers in choosing a coffee shop, and then creating customer satisfaction by providing the best service and the best coffee quality.*

*Like other businesses, a marketing strategy is needed to increase public awareness of the brands offered. In this case Kopi Jumbo plan to use social media , banner and hold a certain events at the coffeeshop where* KOPI JUMBO *runs it’s business.*

*Human resources are very much needed to support* KOPI JUMBO*’s business operations.*

*Currently, there are 7 employees recruited*

*The initial investment required by* KOPI JUMBO *is Rp* 421.210.000,00*used for cash reserves, equipment costs, equipment costs, shop rental fees, and renovation costs. This initial investment is a parent's grant and own capital. The results of financial analysis show that the BEP of sales value is higher than the costs incurred. For NPV get a value of Rp.* 636.593.148,00*. For payback period obtained in 1 year 5 months 19 days with maximum limits 5 years, for Profitability Index show results more than 1 that is 1,511 which means the project is accepted. The conclusion of Financial feasibility analysis is* KOPI JUMBO *business is feasible to run.*