***ABSTRACT***

*Fanny Stella / 78150347 / 2019 / Business Plan for the Establishment of a Coffee Shop Business "Yuk Ngopi?!" in Pademangan, North Jakarta / Supervisor: Ir. Liaw Bun Fa, S.E., M.M.*

*The "Yuk Ngopi?!" coffee shop is a culinary business engaged in a coffee shop that offers a calm and comfortable feel to the accompaniment of classical music, as well as a minimalist room concept by combining the basic colors of vintage monochrome and street art, adding meaning and meaning to obtained from a calm and can be referred to as "coffee pairing", where the senses can be enjoyed by all senses.*

*The "Yuk Ngopi?!" coffee shop serves drinks and food in the form of processed products from coffee beans, tea, ice shake, and food which of course varies. "Yuk Ngopi?!" coffee shop, of course, uses authentic Indonesian coffee and quality raw materials so that it has a high quality taste.*

*The "Yuk Ngopi?!" coffee shop business starts operating in January 2020 and will be established on Jl. Ampera Besar No. 1 RT 3 / RW 6, Pademangan Barat, North Jakarta, DKI Jakarta, 14420. The vision of the coffee shop "Yuk Ngopi?!" is to give a touch of unforgettable quality taste at competitive prices.*

*Competition is a natural thing in a business. In this case, the competitor of the coffee shop "Yuk Ngopi?!" is very high because the business category run by the coffee shop "Yuk Ngopi?!" has been very mushrooming everywhere. To overcome this, the coffee shop "Yuk Ngopi?!" presents a differentiation in the form of interior design that supports business concepts to classical music performances.*

*The target market for the "Yuk Ngopi?!" coffee shop is men and women who have a vulnerable age of 15 – 40 years with upper and lower middle class people who live around Jabodetabek. Some of the marketing strategies implemented are marketing through social media, giving reward cards, using the services of food blogger influencers, and discounts at the beginning of store opening.*

*The "Yuk Ngopi?!" coffee shop is a start-up business with a simple organizational structure, where the owner as well as manager and directly oversees 2 divisions namely barista 10 peoples and inventory and financial staff 1 person.*

*The methods used in the investment and business feasibility analysis are Payback Period, Net Present Value, Profitability Index, Internal Rate of Return, and Break Even Point. In the Payback Period analysis, less than 5 years, namely 2 years 2 month 26 days. NPV calculation, the value is greater than 0, which is Rp 2,131,242,255. For the Profitability Index, greater than 1, namely 3.464295601. The IRR value of 60.35% is greater than the investment interest rate of 11.01% and the sales value made by the “Yuk Ngopi?!” coffee shop is greater than the BEP value every year. From the overall analysis shows that the coffee shop "Yuk Ngopi?!" is feasible to run.*

*Keywords: Coffee, Coffee Shop, Coffee Shop in North Jakarta, Yuk Ngopi*