**ABSTRACT**

Felix Haryanto / 77130263/2019 / Business Plan for the Establishment of Nā Kūlana Coffee Shop in Sukasari, Bogor / Advisor: Wiwin Prastio, Drs., M.M.

Nā Kūlana Coffee Shop Business is a culinary business that sells coffee and chocolate based drinks. This business concept is Coffee Shop or coffee shop with affordable prices or Low Cost which emphasizes sales through the Go-Food and Grab-Food applications.

The Nā Kūlana Coffee Shop effort will be established on Jl. Sukasari I, Sukasari East Bogor, Bogor City, West Java. Coffee Shop Nā Kūlana can be contacted by telephone at 085774088408.

The Vision of the Nā Kūlana Coffee Shop makes the Nā Kūlana Coffee Shop a coffee shop favored by coffee connoisseurs and provides coffee that can be enjoyed by all walks of life.

The target market chosen by Nā Kūlana Coffee Shop is consumers or middle and upper middle class people who live around Bogor and are aged 15 - 55 years.

The marketing strategy of Nā Kūlana Coffee Shop is to use promotional tools such as social media and give discounts during the grand opening in January 2020.

In running a business it is necessary to pay attention to the feasibility of the business. In the BEP analysis the sales value conducted by Nā Kūlana Coffee Shop is greater than the BEP value each year. For NPV, the value is greater than 0, namely IDR 618,813,243. The IRR value of 42.63% is greater than the investment interest rate of 11.83% and the Payback Period is less than 5 years, namely for 2 years 9 months 23 days. The fourth analysis above shows that the Nā Kūlana Coffee Shop business is feasible.

Keywords: Coffee Shop, Coffee Shop in Bogor