*ABSTRACT*

James Adiputra / 75150469 / 2019 / *Business Plan of* “*Kopastian Kopi Pastry Kekinian*” *Café in East Jakarta / Mentor Leonardus Saiman, Drs, M.Sc.*

*Kopastian Kopi Pastry Kekinian is a business engaged in food and beverage. The menus offered by Kopastian Kopi Pastry Kekinian are coffees that made from coffee beans from various regions in Indonesia with manual brew brewing technique, pastry cakes, and other coffee-like menus. Kopastian Kopi Pastry Kekinian located in Jakarta Garden City Shopping Arcade A05, Cakung, East Jakarta.*

*Kopastian Kopi Pastry Kekinian has a vision, which is “to be a trusted and renowned coffee and pastry seller in Jabodetabek”. Mission of Kopastian Kopi Pastry Kekinian are selling hygienist coffee with a good quality, always giving consument the best service, always keeping the café clean and comfortable, upholds honesty and attitudes while working.*

*The products offered by Kopastian Kopi Pastry Kekinian are coffees that made from coffee beans from various regions in Indonesia with manual brew brewing technique, non caffeine drinks like tea and mineral water, and pastry cakes.*

*In order to compete with competitors, Kopastian Kopi Pastry Kekinian is using various promotion strategy. Strategy used due to the store opening is direcnt marketing, which is composed promotions and launchings of new product every set of time.*

*Kopastian Kopi Pastry Kekinian has 15 working staffs , consists of manager, vice manager, barista, chef, waiter, cashier, and office boy.*

*The Initial Investment needed by Kopastian Kopi Pastry Kekinian is Rp 837.809.136 used for rent, renovation, purchasing equipments, and raw materials.*

*Feasibility Analysis is an important thing that must be considered before creating a business. Feasibility analysis used by Kopastian Kopi Pastry Kekinian are Break Even Point that obtained always shows positive value for 5 years, Net Present Value Rp1,320,727,177 which is greater than 0, Internal Rate of Return obtained for 27,03% greater than the discount rate value, Profitability Index value 1.576405795 that is greater than 1, and Payback Period which is obtained in 3 years 4 months 29 days within the maximum limit of 5 years.*

*Keywords : Coffee Café, Manual Brew, Kopastian Kopi Pastry Kekinian*