# *ABSTRACT*

*Timotius Ryan Pramana / 70150242 / 2019 / Business Plan Project “Sorry, I’m Latte Coffee” in Semarang / Supervisor: Drs. Akromul Ibad, M.M.*

*Sorry, I'm Latte is a business that is engaged in the culinary field, namely café with a modern and minimalist concept. Sorry, I’m Latte sells a variety of western-style food and beverage products but still sells local products. Sorry, I’m Latte is located on Jalan Rinjani No. 25 Semarang.*

*Sorry, I’m Latte has a vision to be the best café in Central Java with the mission of providing satisfaction to customers with the best quality products and services.*

*The products offered by Sorry, I’m Latte, are like Western Sandwiches, croissants and various kinds of processed coffee such as Café Latte, Flat white and Cappuccino.*

*Like other businesses, a marketing strategy is needed to increase public awareness of the Sorry I’m Latte brand. In this case SIL has one of its main marketing strategies, namely through social media.*

*Human resources are needed to support SIL’s business operations. Currently there are seventeen employees planned.*

*Initial investment needed by Sorry, I'm Latte is around Rp. 2,419,436,943.00 used for cash reserves, equipment costs, shop rental fees, and renovation costs. This initial investment is a grant from parents. The results of financial analysis show that the BEP of sales value is higher than the costs incurred. For NPV obtained a value of 3.156.938.438,00, for PI obtained a value of 1.304 greater than 1. While for the payback period obtained 1 year 6 months 1 days with a maximum limit of 5 years. The conclusion of this financial feasibility analysis is the Sorry I’m Latte business is feasible to run.*