# **ABSTRACT**

Tommy Gunawan Wjaya / 71140139/2019 / Business Plan - Establishment of *a Coffee Shop "Another Blissful Coffee"* in Kemang, South Jakarta / Advisor: Drs. Joko Sangaji, M.Sc.

This business is engaged in food and beverages under the name *Another Blissful Coffee. Another Blissful Coffee* sells various types of coffee drinks with various kinds of food and beverages. The aim is to introduce coffee and provide food and beverage needs to consumers, especially consumers who are very fond and need coffee. Sales can be done directly in the store or online through online motorcycle taxi services.

The vision of *Another Blissful Coffee* is to become a superior Coffee Shop that can compete in Jakarta by always maintaining its quality and taste. The mission of *Another Blissful Coffee*:

1. Prioritizing the quality of raw materials and services but at competitive prices.

2. Maintain good communication not only with customers but with employees and similar business partners.

3. Always innovate in design and variety of food and drinks.

Target market *Another Blissful Coffee* is all middle and upper Jakarta people especially those who like and need coffee as a daily drink.

*Another Blissful Coffee* which is a new business, so it requires promotion and interesting product innovation, so that it can attract the attention of consumers. The marketing that will be carried out is through Instagram, brochures, banners and word of mouth. The workforce in this business consists of 8 people who work with 1 manager, 2 baristas, 2 chef, 2 waitress and 1 cashier.

In running a business, you need to pay attention to the feasibility of the business. The results of the Coffee Shop feasibility analysis Another Blissful Coffee shows positive because sales have a value greater than Break Even Point, rounding the Net Present Value greater than 0 (zero) which is worth 376,731,427 Internal Rate of Return of 21,34% and Payback Period less than 5 year which is for 3 years 4 months 10 days.