

## ABSTRACT

The number of daily coffee assumption in Indonesia keeps growing each year, which indicates that drinking coffee has become a lifestyle. People nowadays do not come to a coffee shop just to take their daily coffee intakes, but also to meet and chill with their friends and families. Lexitory Coffee Shop aims to facilitate all those customers' needs.

This Business Feasibility Study analyses whether Lexitory Coffee Shop is feasible by researching in several aspects, such as market and marketing aspect, operational aspect, organization and human resources management aspect and financial aspect.

**Keywords: Feasibility Study, Coffee Shop, Restaurant.**