

ABSTRACT

The pandemic impacted the world, including Indonesia, in many aspects where the lifestyle and trends in the market also shifts according to the needs of the market. Indonesia, as a country with good potential of food and beverage industry growth, opens opportunities for food and beverage business start-ups to innovate and create a breakthrough, especially in facing the sustainability issues. The Sane – Home Café Tartlets, as an aspiring business start-up with a sustainable business concept aspire to create a balance in the environment, social, and economic wellbeing through its products and services of a home café concept of service, offering a variety of tartlet and beverages products produced with sustainable responsibility production. The Sane – Home Café Tartlets provides the visually appealing café outlet facilities, and also take-away delivery services which includes the signature Home Café Set. To ensure the feasibility of The Sane as a new start-up business, a series of research and analysis was carried out in four different aspects with the guideline of Business Model Canvas to enhance the analysis. The four main aspects of market and marketing aspect, operational aspect, organizational and human resources aspect, and the financial aspects are analysed accordingly, in which the data of analysis are scientifically collected and analysed through the collection of primary data from the online questionnaires and secondary data from the reliable resources available in the internet. Through the business feasibility study, The Sane could be launched to the market as a contributor to the local sustainability and economy.

Keywords: sustainable, zero-waste, feasibility