

ABSTRAK

Studi Kelayakan Bisnis ini disusun guna untuk mengetahui kelayakan dari sebuah bisnis yaitu Enclave Café & Library yang ditinjau dari gagasan awal, aspek pemasaran, aspek operasional, sumber daya manusia hingga finansial. Gagasan pendirian dari bisnis ini muncul karena penulis melihat adanya pertumbuhan yang signifikan dalam industri makanan dan minuman dan didukung oleh minat anak muda dalam berkunjung ke sebuah café. Metode pengumpulan data yang digunakan yaitu melalui penyebaran kuesioner, observasi serta studi pustaka. Jumlah responden yang dimiliki yaitu sebanyak 350 responden sehingga memiliki data yang kuat dan dapat diandalkan. Dalam menganalisis aspek pemasaran, penulis menggunakan analisis *five forces porter*, analisis *Strength, Weakness, Opportunity*, dan *Threats* (SWOT), analisis *Segmenting, Targeting* dan *Positioning* (STP), analisis bauran pemasaran hingga *Business Model Canvas* (BMC). Analisis aspek operasional dilakukan dengan cara menentukan lokasi, mengidentifikasi jenis aktivitas, serta menentukan fasilitas dan teknologi yang dibutuhkan untuk mendukung kegiatan operasional. Aspek organisasi dan sumber daya manusia menganalisis struktur organisasi dan manajemen sumber daya manusia. Hasil analisis aspek finansial melalui metode penilaian investasi, yaitu bisnis Enclave Café & Library layak untuk dijalankan berdasarkan hasil perhitungan *payback period*, nilai *Net Present Value* (NPV), *Profitability Index* (PI), nilai *Weighted Average Cost of Capital* (WACC), dan nilai *Internal Rate of Return* (IRR).

Kata Kunci : Studi Kelayakan Bisnis, Enclave Café & Library, Analisis SWOT, *Five Forces Porter*, *business model canvas*

ABSTRACT

The Business Feasibility Study is conducted to assess the feasibility of a business, namely Enclave Café & Library, considering the initial concept, marketing aspects, operational aspects, human resources, and financial aspects. The idea for establishing this business arises from the author's observation of significant growth in the food and beverage industry, supported by the interest of young people in visiting a café. The data collection methods employed include distributing questionnaires, observation, and literature review. The study has a robust and reliable dataset with 350 respondents. In analyzing the marketing aspects, the author utilizes Porter's Five Forces analysis, Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis, Segmentation, Targeting, and Positioning (STP) analysis, marketing mix analysis, and Business Model Canvas (BMC). Operational aspect analysis involves determining the location, identifying types of activities, and specifying facilities and technology needed to support operational activities. The organizational and human resources aspect analyzes the organizational structure and human resource management. The financial aspect analysis, using investment appraisal methods, concludes that the Enclave Café & Library business is viable based on calculations of the payback period, Net Present Value (NPV), Profitability Index (PI), Weighted Average Cost of Capital (WACC), and Internal Rate of Return (IRR).

Keywords : *Feasibility Study, Enclave Café & Library, SWOT Analysis, Five Forces Porter, Business Model Canvas (BMC)*