

## **ABSTRACT**

Everyone needs accommodation. Nowadays, accommodation and living costs can be very expensive, especially to those who are still young and unstable financially. Students, office employees, and lower-level workers are among those who are still struggling. Commonly in Indonesia, a boarding house might be the best solution for those who studies or work far away from home. Aside from it being usually strategically located, a boarding house is way more affordable than renting a house or an apartment. A boarding house is one type of accommodation where individuals rent a room for a certain period of time, usually starting monthly. The rent fees are normally paid per months or even annually on some occasion, to the owner of the boarding house. With there being lots of other boarding houses already existing all around Jakarta, The Hub provides what the other boarding houses may not provide. In The Hub, we try to provide what most people living in a boarding house wants, and make the place as cozy as possible, so that they will feel as if they are currently living in their own houses. With this business feasibility study, I hope that The Hub Boarding House can be proven as a good boarding house business in Jakarta.

**Keywords:** Accommodation Management, Strategic Location, Boarding House Management, F&B Management, Market Demand