

ABSTRAK

Studi kelayakan bisnis untuk menganalisis potensi berhasilnya bisnis Leen Cakery & Café. Bisnis Leen Cakery & Café memiliki konsep kafe yang khusus menjual *dessert chiffon cake gluten free* dengan minuman. Kafe tersebut memiliki konsep kafe yang nyaman untuk pelanggan yang *work from café*. Bisnis Leen Cakery & Café ini berlokasi di kawasan strategis Ruko Goldfinch, Gading Serpong yang berdekatan dengan perumahan, mall dan sekolah. Leen Cakery & Café memiliki aktivitas *paint your cake* dimana para pelanggan dapat mencoba pengalaman baru. Studi Kelayakan Bisnis Leen Cakery & Café memiliki 5 aspek yaitu aspek pasar dan pemasaran, aspek operasional, aspek organisasi dan sumber daya manusia dan aspek keuangan. Hasil studi kelayakan bisnis ini untuk menunjukkan bahwa Leen Cakery & Café layak untuk dikembangkan.

Kata kunci: bisnis, *chiffon cake*, konsep kafe.



ABSTRACT

Business feasibility study to analyze the potential for success of the Leen Cakery & Café business. The Leen Cakery & Café business has a cafe concept that specifically sells gluten free chiffon cake desserts with drinks. This cafe has a comfortable cafe concept for customers who work from the cafe. The Leen Cakery & Café business is located in the strategic area of Ruko Goldfinch, Gading Serpong which is close to housing complexes, malls and schools. Leen Cakery & Café has a paint your cake activity where customers can try a new experience. The Leen Cakery & Café Business Feasibility Study has 5 aspects, namely market and marketing aspects, operational aspects, organizational and human resources aspects and financial aspects. The results of this business feasibility study show that Leen Cakery & Café is worthy of development.

Keywords: business, chiffon cake, café concept.

