ABSTRACT

Arjuna Coffee is a SME (Small and Medium Enterprises) engaged in the processing of

arabica coffee products located in Maribaya, West Bandung Area. Abundant harvests

but not supported by sufficient coffee processing facilities cause Arjuna Coffee is not

optimal in processing coffee into the form of Green Bean, Roast Bean, and Powder.

This resulted in more coffee Arjuna sell coffee products in the form of HS (Horn Skin)

or coffee grain, which is less profitable and minim value-added. In this feasibility study

will be discussed about the construction of new coffee facilities Arjuna reviewed in

market aspects, technical aspects, and financial aspects. Market aspect analysis is done

by using Least Square Method and historical data as reference. Technical aspect

analysis resulted in the output of facility layout and financial aspect analysis calculated

based on NPV, IRR, and PBP calculation with projection for 3 years period. This

feasibility study shows that the implementation of new Arjuna Coffee facility

development is feasible to implement.

Keywords: coffee, Horn Skin, Green Bean, Roast Bean, Powder, feasibility study,

NPV, IRR, PBP

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