

## **ABSTRACT**

*The Business Plan for Nyctophily Coffee was developed to evaluate the feasibility of the business. This plan helps the owner determine whether the business is viable. The analysis encompasses various aspects including financial, market and marketing, management, human resources, operational, environmental, social and cultural, and legal considerations. The financial analysis specifically focuses on financial sensitivity, incorporating metrics such as Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period, and Benefit-Cost (B/C) ratio.*

*The data collection methods used are observation and literature study. The explanation of the results obtained in this research uses a descriptive approach to elaborate on each finding that emerges during the research process.*

*Operating the Nyctophily Coffee business requires a total investment of Rp 137,450,000, from personal funds. Research conducted using normal sensitivity analysis shows a Net Present Value (NPV) of Rp 670,360,000 an Internal Rate of Return (IRR) of 46%, a Payback Period (PBP) of 1 years and 6 months, and a benefit-cost ratio (B/C Ratio) of 1.39. These calculations indicate that the Nyctophily Coffee is feasible to run and can withstand future conditions.*

*Keywords: Business Plan, Nyctophily Coffee*