

## **ABSTRACT**

*The phenomenon of urbanization and limited modern living spaces has driven an increase in demand for multi-functional and space-saving furniture, such as folding mattresses. On the other hand, local businesses in Merauke Regency face challenges regarding skeptical consumer perceptions of local brands and high logistics costs. This study aims to develop a business plan and evaluate the operational, marketing, and financial feasibility of the UD. Bria Zaid Indah folding mattress business in Merauke Regency, South Papua Province.*

*This study employs a mixed-methods approach utilizing an empirical case study design. The data utilized consists of primary census data derived from the company's internal operational records. Qualitative analysis was conducted by evaluating the nine elements of the Business Model Canvas (BMC) and the marketing mix strategy. Meanwhile, quantitative analysis was performed through a 5-year financial projection, evaluated using investment feasibility parameters (NPV, IRR, Payback Period, Profitability Index) and sensitivity analysis (stress testing).*

*The results indicate that a differentiation strategy through customization, cost leadership via dual pricing, and Word of Mouth marketing are effective in capturing market share. Financially, the business expansion plan is highly feasible, generating a positive Net Present Value (NPV) of Rp96,419,778, an Internal Rate of Return (IRR) of 17.6%, a Profitability Index (PI) of 1.17x, and a Payback Period of 3.51 years. Sensitivity analysis further proves the business's strong resilience to market fluctuations. These findings suggest that upgrading production machinery, digitalizing financial records, and strengthening local brand narratives are essential strategic steps to ensure economic sustainability while providing positive social impacts for the local community.*

**Keywords:** *Business Plan, Business Model Canvas, Feasibility Study, Folding Mattress, Financial Feasibility.*