

ABSTRACT

Coffee is a beverage that is familiar in the community, almost all of the people like to drink coffee, because it is considered the coffee can help recovery energy and prevent drowsiness. There are a wide variety of coffee blends that such as Excelsa, not branded coffee shops, and many more. One raw material that can be used for coffee concoction that swallow nest, people know swallow nest has benefits for tubut. Swallow nest coffee is a new innovative product made of swallow nest. Currently coffee product swallow nest only in Java and it's the only shop in Indonesia. However, the existence of coffee swallow nest in South Sumatra yet. Therefore the chances of effort coffee shop swallow nest in Palembang, because of the lack of competitors as well as the opportunities for business development.

Before starting a business, good feasibility analysis beforehand. The goal is to ensure that the business will be run worthy of the various types of aspects. Based on the results of the feasibility analysis of the financial aspects known payback period swallow nest coffee business for 9.49 months. And the value of the net present value over a period of year obtained Rp. 7.893.978. Profitability index values obtained in the coffee business swallow nest of 1,26 with tingkat IRR 42,11% interest rate. In terms of non-financial aspects of it can be seen that the coffee product swallow nest to get a positive response from the local community. Therefore we can conclude swallow nest coffee business viable.

Keywords : Swallow Nest, Semende Coffee, Cinnamon