

ABSTRACT

This study aims to develop a business plan and assess the feasibility of developing Hayo Yums, a food and beverage business specializing in desserts and drinks, in the Tembalang area of Semarang City. With the increasing trend of contemporary food and beverage consumption among students and young workers, this business offers significant market potential. However, Hayo Yums still faces several obstacles in its development, including limited production capacity due to a limited workforce, suboptimal use of social media as a promotional tool, and incomplete legal requirements.

This study used a qualitative descriptive approach, collecting data through direct observation, documentation, and literature review. Analysis of market, marketing, human resources, operations, legal and regulatory aspects, economic and environmental aspects, and financial aspects served as the basis for assessing business feasibility and formulating development strategies.

The results indicate that increasing production capacity can be achieved through additional staff and more effective work system arrangements. Promotion optimization is carried out by consistently increasing the use of social media through engaging content to expand market reach. Furthermore, managing business legality is a crucial step in enhancing credibility and opening up opportunities for collaboration with external parties. Based on the financial analysis, the Net Present Value (NPV) was Rp 229,374,645, the Internal Rate of Return (IRR) was 75%, the B/C Ratio was 1.24, and the Payback Period was 1 year, 3 months, and 25 days. These results indicate that the Hayo Yums business is feasible to operate and develop and has good growth prospects.

Keywords: business plan, business feasibility, financial analysis, UMKM, food and beverage

