

ABSTRACT

Snacking has become an integral part of Indonesian culture. Busy, productive lives often trapped in traffic jams make people rely on convenient and easily transportable snacks that can be enjoyed anytime. Recognizing the business opportunity, precise and careful calculations are necessary as they will determine the market attractiveness and competition in the snack industry. Rose Cookies and Snack is a culinary business that specializes in providing delicious and high-quality snacks with attractive packaging. This research aims to assess the feasibility of Rose Cookies and Snack from various aspects, including the business environment, marketing, operations, resources, and finances, and to understand the business feasibility objectives based on the Timmons model. The research method applied is a qualitative descriptive method, which aims to provide a detailed, structured, and accurate overview of the business planning of Rose Cookies and Snack by comparing Timmons criteria and conducting a SWOT analysis. The research findings indicate that Rose Cookies and Snack has competitive advantages in marketing, operations, skilled human resources, and well-planned financial management. The company also demonstrates commitment to legal compliance, product innovation, careful risk management, and digital technology adaptation. This research also identifies a highly promising market potential for Rose Cookies and Snack, in line with Timmons criteria, with substantial market growth and strong consumer purchasing power.

Keywords: *Business Planning, Entrepreneurship, Timmons Model, SWOT Analysis.*