

EVALUATION OF TOFU PRODUCT BUSINESS PROJECTS IN THE ERA OF BUSINESS COMPETITION 5.0

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ABSTRACT

The purpose of this research is to find out the feasibility study of Mr. Sudibyo's Tofu Business in terms of management, financial, legal, environmental, marketing, technical, and socio-economic aspects. The type of research used in this research is mixed research methods. The mixed method used is qualitative and quantitative research, which is more dominated by qualitative research. Data collection techniques used in this study were interviews, observation, documentation, and literature study. The results of the analysis of this study indicate that in terms of Mr. Sudibyo's Tofu Business in terms of the seven aspects it can be said to be feasible because Mr. Sudibyo's Tofu Business has fulfilled several aspects of the eligibility criteria for a business.

Keywords: Tofu Products, Feasibility, Business, Competition

INTRODUCTION

In the era of society 5.0, the level of competition is getting tougher, every company is increasingly faced with scarcity in the procurement, control and ownership of resources so that there is no reason to justify the occurrence of inefficiencies. In addition, company leaders need to evaluate the functions within the organization to determine whether the company has achieved organizational goals efficiently and to recognize signs of danger. Therefore, organizations need to evaluate/measure performance, and performance measurement is an important factor for the company. Performance measurement can be used to assess organizational success and can be used to develop a reward system within the company. According to Kasmir (2016) quoted (in Hamali, 2016: 71) a business feasibility study is an activity that studies in depth about an activity, business, or business to be run, in order to determine whether or not the business is feasible to run .

In the Tofu business, Pak Sudibyo sells several types of tofu, namely white tofu, pong tofu, and milk tofu. In this era of intense business competition, Pak Sudibyo's Tofu business needs to know what the feasibility of the business being run is to find out some of the advantages, opportunities, weaknesses, and threats that exist. Pak Sudibyo's Tofu Business is located on an area of 1000m² and has around 46 employees, all of whom come from residents around the business location. Each employee has a separate job desk or job responsibilities within the scope of the business. This tofu business owned by Mr. Sudibyo produces 500 kg of soybeans every day to make various tofu products which are then marketed in various places such as markets, shops and tofu retailers.

Based on the above background, the focus of this research is on how the feasibility study of Mr. Sudibyo's Tofu Business is viewed from 7 aspects in the business feasibility study. While the purpose of this research is to find out the feasibility study of Mr. Sudibyo's Tofu Business in terms of management, financial, legal, environmental, marketing, technical, and socio-economic aspects.

LITERATURE REVIEW

Business Feasibility Study According to Sutrisno (1982: 75), Project evaluation is also called Business Feasibility Study is a study or assessment of whether a proposed project/business idea if implemented can run and develop according to its objectives or not. A business feasibility study is a study that aims to measure the feasibility of a business project. Determining a business feasibility study is important before starting a business plan.

Aspects of Business Feasibility Study

Technical Aspect

Determination of the feasibility analysis of the technical aspect, namely service design in the form of standard operating procedures, service capacity planning related to how many services are produced in a certain time by considering the technical capacity and equipment owned and the most efficient cost.

Social and Economic Aspects

Research in the economic aspect is to see how big the impact is if this project is carried out. Especially the influence on the economy as a whole and its social impact on society as a whole. The social aspect is interpreted as a way of looking at action, interaction, and social phenomena. Social interaction is a major factor in social life.

Management Aspect

Organizational schema is the ability to describe the relationship between employees, parts, and various hierarchical levels that exist within the organization. The functions contained in management are *planning, organizing, actuating and controlling*.

Marketing Aspect

A market is a physically visible place where buyers and sellers meet to buy and sell goods (Kotler & Keller, 2009, p. 11). Key elements of marketing:

1. Market segmentation is an act of identifying and forming a group of buyers or consumers with the same characteristics and needs.
2. Determining targets or goals, is an action in determining which segment will be the

target of marketing.

3. Product positioning aims to build and communicate the product's competitive advantage to the market.

Legal Aspect

The legal aspect in business is a rule that is in charge of regulating everything regarding procedures for carrying out trade, financial, industrial activities related to production, services for the exchange of goods for money. There are several types of laws that can be established in Indonesia, namely Companies, Firms, Limited Liability Companies (CV), Limited Liability Companies (PT).

Environmental Aspects and Industrial Environment

The environment is a very important aspect to be analyzed before starting a business, because it is to find out the impact that will result from the business, both positive and negative impacts. This study is known as an environmental impact analysis (AMDAL).

Financial Aspect

According to Umar (2009), the financial aspect is an aspect related to the financial condition of a business, both from the initial investment in the business and profits from sales. The financial aspect is quantitative and is used to analyze the funds needed to run a business. In this financial feasibility analysis, the performance of a business idea will be known whether it is running economically and is feasible or not.

SWOT analysis

SWOT is an acronym for Strengths, Weaknesses, Opportunities, Threats. SWOT analysis is a strategic planning technique that is useful for evaluating the strengths, weaknesses, opportunities and threats in a business project. The elements of strengths and weaknesses are internal to the company so they can be adjusted from time to time. However, opportunities and threats are external, these elements are very difficult to control because they are flexible and fluctuate from time to time.

METHODS

Data Types and Sources

The type of research used in this research is mixed research methods. This research method is a combination of two forms of research that have existed before, namely qualitative research and quantitative research. Qualitative research is used to obtain an overview of technical aspects, social and economic aspects, management aspects, marketing aspects, legal aspects, and environmental aspects. Quantitative research is used to obtain financial aspect calculation results such as BEP calculations. The data sources used are primary data and secondary data. Primary data is data taken directly from the research site. In this study, primary data were obtained from observations and interviews. While secondary data is indirect data that is used as a support for primary data. Secondary data obtained from literature and journals. The research was conducted at Pak Sudibyo's Tofu Business located in Ds.Ngebyongan RT.10 RW.02 Wonokerso Village, Pakisaji District, Kab. Poor.

Population and Sample

The population is the whole of the research subjects, while the sample is part of the population. The population of this study is the existing data on Mr. Sudibyo's Tofu Business. While the samples taken are data related to technical aspects, social and economic aspects, management aspects, marketing aspects, legal aspects, environmental aspects, and financial aspects.

Data collection technique

In conducting this research, data was collected through the following methods, namely:

1. Observation is making direct observations.
2. Interviews, namely conducting interactions through discussions with Pak Sudibyo's Tofu Business.
3. Documentation is done by taking the necessary pictures
4. Literature study is carried out by searching and collecting information from references or literature related to this research.

Data Processing Techniques

Data processing in this study was carried out by reviewing technical aspects, social and economic aspects, management aspects, marketing aspects, legal aspects, environmental aspects, and calculating financial aspects.

DISCUSSION

Technical Aspect

Project location

The project we are researching is Pak Sudibyo's Tofu Business which is located in Ds.Ngebyongan RT.10 RW.02 Wonokerso Village, Pakisaji District, Kab. Poor.

Population Conditions

The situation of the majority of the residents of Wonokerso Village, Pakisaji Sub-District, are educated up to high school, but not a few residents are also educated to tertiary institutions.

Business Condition Mr. Sudibyo knows

This company is engaged in the management of various kinds of tofu. Each employee has a separate jobdesk or job responsibilities within the scope of the business. The types of work responsibilities divided into Pak Sudibyo's Tofu Business include several sections such as soaking soybeans, grinding soybean seeds into soybean porridge, cooking soybean porridge, filtering cooked soybean porridge, pickling or clumping, molding into tofu, and finally product packaging know.

General Condition of Pak Sudibyo's Tofu Business

In this tofu business, Pak Sudibyo produces 3 types of tofu, namely white tofu, pong tofu, and silken tofu. Mr. Sudibyo's tofu business sells his tofu in various places, such as markets, shops, and retail tofu traders.

Production of Pak Sudibyo's Tofu Business

In the production process for making tofu, it still uses traditional equipment that is run by several employees, except for the milling process, which already uses a grinding machine to shorten the time. This tofu business owned by Mr. Sudibyo produces 500 kg of soybeans every day to make various tofu products which are then marketed in various places such as markets, shops and tofu retailers.

The facilities or tools for the production process of Pak Sudibyo's Tofu Business include:

1. Tub / Large Tong
2. Look
3. Milling machine

4. Mixing cloth / filter cloth
5. Basket
6. Wok

Pak Sudibyo's Tofu Business Infrastructure includes:

1. Place Infrastructure

This tofu business place is very strategic because it is located on a large area and is relatively far from residential areas.

2. Road Infrastructure

The condition of the road to the tofu business is very good because the roads are paved and can be passed by vehicles so as to facilitate the process of distributing goods.

3. Transportation Infrastructure

The transportation used for distributing tofu to markets or suppliers is Pick-Up cars.

Production process

The process of making Pak Sudibyo's tofu has several stages as follows:

1. Immersion
2. Milling
3. Cooking
4. Filtering
5. Packaging
6. Printing and Packaging

Type of Technology Proposed

The types of technology proposed are:

1. The equipment needed for washing soybeans uses a large tub or basin by hand to wash the soybeans.
2. The next equipment is a soybean grinding machine.
3. Steam boilers and cooking tanks were developed to replace traditional cooking equipment and methods.

Social and Economic Aspects

In Pak Sudibyo's Tofu Business, viewed from social and economic aspects, it has affected the vicinity of the business place because this tofu business has human resources or a workforce of 46 people who work from residents around the place of business. So that the existence of a tofu business factory can provide opportunities to increase the income of local residents. The implications for the taxpayer of Tofu Business Mr. Sudibyo, based on the results of the

interview it can be stated that the taxpayer does not experience difficulties regarding what is his obligation, especially in making financial reports as a basis for calculations in making tax reports.

Management Aspect

Planning which includes:

1. Objective

The objective in this business was to find information regarding the marketing of Pak Sudibyo's tofu so that it could have a wider distribution area coverage.

2. Policy

a. Product Application

The production process for Mr. Sudibyo's tofu uses selected local soybean raw materials, so Mr. Sudibyo's tofu is fit for consumption. Sudibyo's tofu business does not yet have a measuring instrument that can be said that the product is suitable for consumption, but to ensure that tofu is suitable for consumption, the production process is carried out in a good manner and in accordance with established procedures.

b. Price

Pak. Sudibyo's tofu is sold at various prices, for white tofu Rp. 6,000 per box, pong tofu Rp. 7,000 per box and for silken tofu Rp. 8,000 per box.

c. Distribution

Pak Sudibyo's tofu is marketed in various places such as markets, shops and tofu retailers.

3. Strategy

The first thing to do is to set business goals and then determine the share, then determine the jobdes of each employee and provide direction to employees so that they carry out their duties properly. Then distribute products to consumers and then carry out supervision and evaluation of work.

4. Procedures and rules

Sending tofu products to suppliers according to orders, employees are required to work optimally and maintain the cleanliness of the equipment and production site.

Marketing Aspect

Segmentation

The market segments in Pak Sudibyo's Tofu Enterprises include:

1. Geographically, the target market is the local market. The results of this tofu processing are distributed directly to markets around Malang.

2. Demographically, tofu consumers generally cover all genders and can be consumed by toddlers over one year old to the elderly.
3. Psychographically, tofu can be reached by various layers of consumers because of its affordable price.

Target

The Pak Sudibyo tofu factory produces several products, namely white tofu, pong tofu and silken tofu. The tofu at Pak Sudibyo's factory is of good quality because the raw materials for making tofu use selected local soybeans and the production process is in accordance with the procedures used. Tofu is distributed to markets, vegetable traders, regular suppliers and the surrounding community.

Position

At this stage, Pak Sudibyo's Tofu Enterprises determines how to position the product to target segmentation as follows:

1. Attributes, Pak Sudibyo's Tofu Business is known as "Tofu Putra" with an affordable price and a distinctive taste.
2. Users are not distinguished by age because tofu produced by the Sudibyo tofu factory can be consumed by all ages over one year old.
3. Competitors, to overcome competition in Pak. Sudibyo's tofu business, prioritizes product quality in order to achieve consumer loyalty, by having regular customers and expanding sales marketing.

Legal Aspect

In the tofu factory business, Pak Sudibyo already has a permit, namely in the form of a trading business. So from the legal aspect approach, the tofu factory business is said to be feasible or legally and has been recognized. Pak Sudibyo's tofu factory business permit includes:

1. The land certificate, which was obtained from the District or City Land Office, the Land Ownership Certificate ("SKT") actually confirms the history of the land.
2. Building Construction Permit or commonly known as IMB
3. Household Industry Product Permit (P-IRT) and environmental permit
4. Taxpayer Identification Number (NPWP)
5. Business license

Environmental Aspects and Industrial Environment

There are two social impacts of Mr. Sudibyo's tofu business activities, namely the perception of tofu entrepreneurs and the workforce, which means that Mr. Sudibyo's tofu business absorbs

a lot of labor from the community around the business location. For the existence of the rest of Mr. Sudibyo's tofu production, it is very disturbing to the environment, both liquid and solid waste from the rest of this production has an unpleasant odor. One of the solid wastes is tofu dregs. Tofu dregs as solid waste will give off a very bad smell if left for several days. Due to the existence of tofu waste which is detrimental to the environment, the surrounding community then uses this waste. The tofu dregs are used by the local community, among others, to be used as animal feed and resold in processed wet and dry forms.

Financial Aspect

According to a long-term analysis, this business can be said to be feasible, but it still needs to redevelop its business so that it can return the capital that has been issued to build the business because the capital used is quite large, if the entrepreneur only maintains only a certain amount of profit, it will take a very long time to return the capital that has been invested. issued. A detailed description of the BEP sales results in this business can be seen in the following calculations:

BEP Sales

$$\begin{aligned} BEP\ Sales &= \frac{FC}{1-VC/S} \\ &= \frac{Rp. 56.450.433}{1-Rp.16.394.000/88.400.000} \\ &= Rp. 304,392,985 \end{aligned}$$

Where: Fc=Fix Cost/fixed cost

Vc = Variable Cost

S= Value of sales or amount of receipts

Based on the BEP calculation results, the result is Rp. 304,392,985 per cycle (1 month), which means that this business will reach an internal balance point (break even point) after obtaining a sales level of Rp. 304,392,985 per cycle (1 month).

SWOT analysis

SWOT Analysis in Pak Sudibyo's Tofu Business, namely:

Strength	Weakness	Opportunity	Threat
Prioritizing product quality.	Soybean dependency.	Many consumers need tofu as a side dish.	More and more competitors in the free tofu production industry thereby

			increasing business competition.
Different types of tofu.	The location for producing is far from the market.	The number of traders who help expand marketing.	There is competition for the quality and quantity of tofu between tofu industries.
Effective production process.	The company does not have a website to carry out promotions with other social media.		

CONCLUSION

Making a feasibility study is used to fulfill the requests of different parties. Each party has different interests and perspectives. The aspects of a business feasibility study are the areas of feasibility study regarding the condition of certain objects of business functions (marketing, operations, management/HR, law, environment, and finance). The implementation of studies and research on these business functions is sometimes adjusted to the needs of analysts or stakeholders. In Mr. Sudibyo's tofu business, the seven aspects can be said to be feasible because they have met several eligibility criteria for a business.

From the results of this research, business people who just want to plan or start their business should conduct a business feasibility study so that they know and understand where the business will go in the future and how the business can be done. As a wise reader, I hope that with this article you will understand more about the importance of a business feasibility study and be able to apply the knowledge gained from this paper so that you can start a business in a good and right way.

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