

THE FEASIBILITY STUDY ANALYSIS OF FOOD BUSINESS DEVELOPMENT

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ABSTRACT

The purpose of this study is to determine the feasibility of business development business at CV Yeyen Catering. This study uses 7 main aspects that are used in analyzing business feasibility and the results show that all of these aspects indicate this business development plan in terms of legal, market and marketing, financial, technical and operational, management, social and economic aspects, as well as environmental impact aspects. . The research method used in this study is qualitative and quantitative with data collection techniques field observations, interviews, and literature review. The results of the research show that the feasibility of this company is quite good and feasible to be developed.

Keywords: business feasibility, business development, food

INTRODUCTION

A feasibility study is an in-depth study of an idea about whether or not the idea is feasible to implement. In the feasibility study, there are three different types of feasibility study objects, namely Establishment, Development, and Merge or Acquisition. The feasibility study is used on goods products produced from the agricultural sector, industrial sector, and the trade sector to produce goods and service products produced from the service sector including transportation, lodging, tourism, education and banking (Subagyo, 2007). A business feasibility study is an activity carried out to determine whether a business is feasible or not by using certain indicators or aspects consisting of: legal, market and marketing, financial, technical/operational, management/organizational, economic, social aspects, and impact aspects. environment (Dr. Kasmir, 17).

Catering is a catering business, more specifically a provider of food and beverage services in a professional manner. Catering is often needed in various events such as parties, seminars, religious events, meetings and so on. The events mentioned above certainly require a certain amount of food and drink which is not small. Therefore, the organizers usually hire catering services to provide and meet the consumption needs of the event. In addition to serving certain events, catering also serves daily consumption for both government and private companies that need daily consumption. The large number of inns in Batu Tourism City is also an opportunity for catering business actors because they are event *venues* and sometimes the inn requires assistance from the caterer.

CV. Yeyen Catering is a well-known catering company in Batu City. This catering service company is located on Jl. Darsono No.15B RT 03/RW 10 Ngaglik, Batu City. Initially, Yeyen worked as a house-to-house cook since 1999. During a journey of about 8 years, Yeyen began to be known by many people and many people used Yeyen's services for certain events such as celebrations and others. During this trip, the government began to enter and direct them to form *a company profile* . Until finally in 2007 CV Yeyen Catering was formed.

Even though this company is quite well-known in Batu City, business actors still experience difficulties in management that is unclear and poorly structured so that business development continues to increase. Therefore, a feasibility study is needed in order to increase the business development carried out by these business actors.

LITERATURE REVIEW

Business Feasibility Study

A business feasibility study is carried out to find a way out in order to minimize the obstacles and risks that may arise after the business is running. A business feasibility study is carried out to identify problems in the future, in other words, a business feasibility study can provide guidelines or directions for businesses to be run later (Dr. Sugiyanto, 2020).

Aspects of Business Feasibility Study

1) Technical Aspect

According to Dadang Husen Sobana (2018: 225) the study of technical aspects includes determining the geographical location of the location, finding and having production process technology, determining production capacity, layout or location of installations and installation buildings. Several things that the company will achieve in the assessment of technical and technological aspects, namely:

- a. Determining the right location, whether for the location of the factory, warehouse, branch, or head office.
- b. Determine *the layout* according to the selected production process so as to provide efficiency.
- c. Determine the most appropriate technology in carrying out its production.
- d. Determine the best inventory method to run according to the line of business.
- e. Determine the quality of the workforce needed now and in the future.

2) Social and Economic Aspects

According to Dadang Husen Sobana (2018: 267) the analysis of the economic and social aspects is to examine the influence of the company on the community's economy and the situation of socio-political conditions, which surround the community members where the company is located and operates. This aspect needs to be examined whether the existence of a project or business will provide economic and social benefits to various parties or vice versa.

3) Management Aspect

According to Sugiyanto (2020: 83) the management aspect is an important aspect to analyze for the feasibility study of a business because it is an aspect that must be considered to assess the success of the project as a whole. The success of a project cannot be separated from the success of the management that handles it. The book describes management aspects for business project development and business implementation based on planning, organizing, *actuating* and controlling approaches.

4) Environmental Aspect

According to Sugiyanto (2020: 208) the study of environmental aspects aims to determine whether from an environmental point of view, for example air and water, it is estimated that the business plan can be implemented properly or vice versa.

5) Marketing Aspect

According to Dadang Husen Sobana (2018: 195) in the market and marketing aspects, it will be discussed, among other things, how to estimate outside the requested market and the available market to find out the company's position in the industry to plan sales volume, including analysis of competition so that it can plan the right techniques and strategies. as well as suitable for marketing the goods or services of the project concerned.

6) Legal Aspect

According to Sugiyanto (2020: 192) to find out whether a business plan is believed to be feasible from a legal perspective can be studied from various sides. With regard to legal or juridical aspects in this business feasibility study, the type of company that will manage and be responsible for the project that will manage and be responsible for the project to be built needs to be determined because each type of company has its own characteristics.

7) Financial Aspect

According to Dadang Husen Sobana (2018: 243) financial calculations play an important role in business feasibility studies, especially calculating all funds needed for investment or for working capital, calculating sales, production costs, selling costs, administrative costs, and the profit and loss levels that will be borne. Financial analysis is an analysis that compares costs and benefits to determine a profitable business forever and takes into account possible losses.

METHODS

The method used in this study is the method of qualitative and quantitative analysis. Qualitative is done to find out the non-financial aspects in the form of descriptive descriptions. Quantitative data is carried out to determine added value and the company's condition financially, namely to find out how much the company's value is at its breakeven point (BEP). Source of data obtained from primary and secondary data. Primary data was obtained through observation and interviews with managers from CV Yeyen Catering. While secondary data obtained from literature review.

DISCUSSION

Based on the data and interview results obtained and analyzed based on the business feasibility study optimization criteria, the following results are obtained:

1) Technical Aspect

a. Product Location

The project we researched was CV. Yeyen Catering where this CV is engaged in catering services. CV Yeyen Catering is located on Jl. Darsono No. 15B RT 03 RW 10 Ngaglik, Batu City.

b. Condition of Population and Company CV. Yeyen Catering

CV. Yeyen Catering is located in Kelurahan Ngaglik and is in a residential area. The livelihoods of the people of Kelurahan Ngaglik Kota Batu are quite diverse, such as civil servants, drivers, traders, employees at tourist attractions and others. CV. Yeyen Catering is a well-known company in Batu City. Initially, this business was just Yeyen, who worked as a house-to-house cook since 1999. In 2007, CV. Now CV. Yeyen Catering has 32 employees. This company continues to grow, from the beginning it only served the Batu City area, until now it is often in the Malang and surrounding areas and even to Pasuruan. From the beginning it only provided 1 party menu package and 1 box rice menu package, until now there are 13 party menu packages, 9 rice box menu packages, 32 hut menus and several other menus.

c. Equipment and Transportation

Production equipment in the form of large-capacity rice cookers and fryers. For transportation of 6 cars with details of 1 box truck, 2 pick-up boxes, 2 pick-up cars and 1 minibus.

d. Production process

Workflow in catering activities include: 1) Preparation and Selection of Raw Materials. The raw materials needed will be prepared in advance and strictly selected based on their quality, size and freshness. 2) Storage of Raw Materials. The selected raw materials are then stored in storage according to the characteristics of each material. 3) Compounding Process. Raw materials that are ready to be processed are cleaned first and the parts needed are taken. Furthermore, the ingredients that are ready will be formulated according to the needs of the menu. 4) Processing Process. The raw materials that have been formulated are then processed or cooked according to a predetermined menu. 5) Packaging and Distribution Process. Processed food products are then packaged in closed containers that are ensured to be clean and safe so that the food remains hygienic and maintains its integrity, both during the delivery process and during the serving process. After the final inspection, the food is ready to depart according to the delivery schedule that has been arranged so that the food can reach its destination in good condition. 6) Presentation and Service Process. Food and drinks that have arrived at their destination are all arranged, prepared and served according to their needs. All of these services will be coordinated by service officers and field operations.

Based on the explanation above on the technical aspects in the CV. Yeyen Catering is said to be feasible because the tools used in the production process are complete and comply with procedures.

2) Social and Economic Aspects

1. Impact in Economic Aspect

Broadly speaking, the impact of the economic aspect with the existence of a business or investment, for example the establishment of a business, includes:

- 1) Can improve the household economy through:
 - Increased level of family income
 - Opening employment opportunities for the surrounding community and reducing unemployment

- 2) Extract, regulate, and use the natural resource economy through:
 - Make good use of natural resources
- 3) Improving the local government economy through:
 - Add opportunities and job opportunities and try for the community
 - Obtain income in the form of taxes from businesses managed by the company, both from sales revenue and other taxes.
 - Adding centers of economic growth in certain areas.
- 4) Area Development
 - Open social environment with the opening of an area.

In addition to the positive impacts above, there are several negative impacts in the economic aspect that occur in companies such as the first, the occurrence of a natural resource price monopoly in the surrounding area due to the large number of catering businesses. Second, the catering business is not always crowded with consumers before the Javanese month.

2. Impact in Social Aspect

Social impact with the presence of business actors CV. Yeyen Catering as follows:

- 1) There are demographic changes, changes in the composition of the workforce both in the labor force participation rate and the unemployment rate.
- 2) Cultural changes, occur through changes in attitudes and public perceptions of business plans and or activities.
- 3) Changes in public health, with their own business the potential for pollution, disease, conditions to change.

In addition to the positive impacts above, there are several negative impacts on the social aspect that occur in the company, such as noise in the homes of local residents near this business, due to employees working and carrying out the production process and vehicles moving in and out.

Based on the explanation above on social and economic aspects in CV. Yeyen Catering is said to be feasible because of the many positive impacts on CV. Yeyen Catering .

3) Management Aspect

Planning

1. Initial capital

The initial capital of CV Yeyen Catering is personal capital. Initial capital of Rp. 200 million not for houses or buildings but for equipment and accommodation.

2. Location Selection

CV Yeyen Catering is located at Jalan Darsono No. 15B RT 03 RW 10 Ngaglik, Batu City. The company's location, which is in the center of Batu City, makes the company's location very strategic. Because it makes it easier to collect or search for raw materials because it is close to the Stone Market.

3. Planning Engineering

A mixed approach in which the leader provides guidelines for organizational planning in outline while the detailed planning is left to the creativity of the corporate units below them while still meeting the existing rules.

Organizing

Organization on CV. Yeyen Catering is a line organization. In this organization, the common lines of power and responsibility branch out at every level of management, starting from the highest levels of commissioners, directors and general & marketing managers to the lowest levels, namely the kitchen, warehouse, service and transportation departments.

Actuating

1) Commissioner CV. Yeyen Catering has an important role as a leader and is responsible for all activities carried out by the company and has the authority to give obligations and rights to workers/laborers. 2) The Director has the task of controlling all workers in the CV Yeyen Catering company, both in the performance of General and Marketing Managers and their subordinates. 3) General and marketing managers at CV companies. Yeyen Catering has the first task of managing the entry and exit of production goods at the company, structuring data, archiving data, and correspondence. After that, the second task of the general and marketing manager is to plan, direct or coordinate marketing/marketing policies and programs. 4) In the kitchen section, warehouse section, service section, and transportation section at the company

CV. Yeyen Catering has approximately 38 permanent employees, each of whom is assigned a duty.

Controlling

On CV. Yeyen Catering has carried out supervision and control every day for all activities in the company. For example the operational manager every day checks the financial reports that have been recorded by the admin section. In addition, the general manager also looks at the records of the use of production materials, whether they are in accordance with the production results on that day or not. So, in controlling the CV. Yeyen Catering has been said to be good and organized.

Based on the explanation above on the management aspects in CV. Yeyen Catering is said to be feasible because everyone involved in this company works according to their respective obligations and carries out this business activity properly in accordance with company regulations.

4) Environmental Aspect

For handling waste, CV Yeyen Catering has used a grease trap. Grease trap is a container for capturing fat and oil used for initial processing in waste treatment . So separate the difference in density of oil and water. This tool serves to filter solid waste, oil and grease so that it does not flow into the sewers and prevent clogged drain pipes, environmental pollution, and disturbing the community because of the smell from waste oil. CV Yeyen Catering also regularly cleans the control tub according to the company's activities.

Based on the above explanation on environmental aspects in CV. Yeyen Catering is said to be feasible because waste handling is in accordance with procedures.

5) Marketing Aspect

Product

CV Yeyen Catering sells food products, drinks, snacks and catering services. For the handling of its products, it is intended for weddings, parties, catering and also tourist gathering groups.

Price

CV. Yeyen Catering where this CV is engaged in catering services. CV Yeyen Catering is located on Jl. Darsono No. 15B RT 03 RW 10 Ngaglik, Batu City.

Product prices from CV Yeyen Catering vary, traditional packages start from IDR 37,000, party packages start from IDR. 40,000 and for boxed rice packages starting from Rp. 28,000.

Promotions

CV Yeyen Catering uses word of mouth promotion, via brochures, via social media and door to door through marketing.

Place

CV. Yeyen Catering where this CV is engaged in catering services. CV Yeyen Catering is located on Jl. Darsono No. 15B RT 03 RW 10 Ngaglik, Batu City.

Based on the explanation above on the marketing aspect in CV. Yeyen Catering is said to be feasible because CV. Yeyen Catering has fulfilled the marketing mix (4P).

6) Legal Aspect

Based on the results of the interview with the manager of CV. Yeyen Catering has disclosed that business activities at Yeyen Catering have met the licensing standards of the local regional government.

The forms of licensing for the CV. Yeyen Catering business include:

1. Location permission
2. Deed of establishment of the company from a notary
3. Taxpayer Identification Number (NPWP)
4. Company registration certificate
5. Business location permit from the local government
6. Partner certificate from the local regional government
7. Trade Business License (SIUPS)

Based on the explanation above on the legal aspects in CV. Yeyen Catering is said to be appropriate and accountable because it meets the requirements for business establishment.

7) Financial Aspect

a. Source of Funds

Initial capital originate from savings owner company 200,000,000 Rp

b. Cost Still A month Rp . 108,000,000 with details :

1. Cost Salary : Rp. 80,000,000
2. Cost Depreciation : Rp. 3,000,000
3. Cost Health Insurance : Rp. 15,000,000
4. Cost of Electricity, Water and Garbage : Rp. 10,000,000

c. Cost Variable per Unit of IDR 65,000 with details :

1. Material raw : Rp. 35,000
2. Labor Costs _ direct : IDR 20,000
3. Other costs : IDR 10,000

d. selling price per unit is Rp. 85,000

e. BEP calculation

BEP Units = Cost Fixed : (price / unit – cost variable / unit)

$$\begin{aligned} &108,000,000 : (85,000 - 65,000) \\ &108,000,000 : 20,000 \\ &5,400 \end{aligned}$$

For obtain point even with price sale Rp . 85,000 so company must can sell 5,400 units

BEP Rupiah = Cost Fixed : (contribution margin/unit : price /unit)

$$\begin{aligned} &108,000,000 : (20,000 : 95,000) \\ &108,000,000 : 0.2352 \\ &459,183,673 \end{aligned}$$

Based on the explanation above on the financial aspect in CV. Yeyen Catering is said to be decent.

8) SWOT analysis

Strength (strength)	1. Prioritize quality products and services full heart
	2. Catering menu serving typical various area
	3. Sometimes Can accept order sudden
	4. Varied and available menu options Lots
	5. Moment Menu ordering is possible customized with desire consumer
	6. Payment system Can using the down payment model , residual payment later _ day
Weaknesses _ _	1. Product fast stale If No quick consumed
	2. The company experienced decline income in months certain
	3. Production process with amount big need power Work more Lots
	4. If the event venue is far experience constraint distribution and constraints communication
Opportunities (Opportunities)	1. Including catering business with cost Enough affordable in Batu City area
	2. Central catering location _ city and strategy make the more its effective operational company
	3. Batu City government program that promotes MSMEs to become opportunity For business This
Threats _ _	1. Emerging new catering that became threat special for old caterers
	2. Competition fierce enough catering _ also well-known in Batu City , namely Duta Catering (Bu Djito)

CONCLUSION

Based on the results of research conducted on CV. Yeyen Catering which is on Jl. Darsono No. 15B RT 03 RW 10 Ngaglik, Batu City regarding the SKB, the authors draw the conclusion that CV. Yeyen Catering has fulfilled all aspects and deserves to be said as a business establishment.

A business feasibility study is an overview of future risks with assumptions and data that are expected to be able to overcome these risks and as a reference for conducting business according to predetermined targets. However, this desire or target will not be achieved if the business owner is not consistent in following the guidelines that have been made. Consistent means trying to meet the expectations that have been set in the business feasibility study analysis. Therefore the author expects CV. Yeyen Catering can maintain the company's quality in order to continue to satisfy consumers.

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