

ABSTRACT

Startup is only synonymous with small companies that have innovative ideas and stick with the term entrepreneur. Data obtained based on interviews with CCA secretary Kang Uba "in the city at this time the existing startup in the city of Cimahi listed is 30 startup.

However that is still active or operating only about 15 startup ". So about 50% of startup in Cimahi city has closed. Among the 3 startups selected are International Pijar, arnasya teknologi and gambite studio. The research methodology used is PDCA.

The results of analysis for the feasibility of startup business in cimahi city can be concluded that the N1 worthy of the financial factor for N1 and N3 targets of their finances have not been achieved properly In terms of operating and production factors for N1 and N2 has been achieved for production targets, the startup N1 and N2 can be said worthy in a business startup. the human factor then each of the startup N1, N2 and N3 have in common that is not feel feasible marketing factor, then for N1, N2 and N3 almost do not do online marketing but from marketing offline they do it and if viewed from marketing offline then their company deserves in making startup business.

The result of analysis for business performance can be concluded that Personal Satisfaction on N2 financial factor is satisfied. . While the N1 and N3 have not met the target profit, turnover and assets of their company then it can be said prusahaan they are not satisfied. Result of business performance analysis in Profitability variable for financial factor hence N1 and N3 have not feel satisfied but for N2 already feel satisfied. The result of business performance analysis in Satisfied Stakeholders variable (Clients & Employees) on HR factor for N1 and N2 feel pua lamaakn for N3 not satisfied. The result of business performance analysis in Balance between Work and Private Life variable on human resources and finance factor N1 and N3 not satisfied while N2 is said to be satisfied The result of business performance analysis in Innovation variable on HR factor hence N1, N2 and N3 already satisfied. The result of business performance analysis in Firm survival / Continuity variable on financial and marketing factor hence N1 and N2 already satisfied. The result of business performance analysis in Contributing back to Society variable on financial factor hence for N1, N2 and N3 not satisfied yet.

Keywords: Entrepreneurship, Startup, Business Feasibility, Business Success Factors, PDCA