

CHAPTER I INTRODUCTION

I.1 Background Research

During the development era, there is no doubt that beauty is important thing for women. Increased public awareness to beautify themselves not only in urban areas, but also occurred in developing regions such as Cipagalo Village. Especially in this era of modernization, beauty is a secondary requirement approaching basic needs. Look elegant and attractive is the hope every woman that wants to look beautiful. Both young and old will certainly be happy when praised gorgeous. In an effort to beautify themselves, body care is a top priority. Hair care and facial treatments are closely related to the body. Various methods are used by women to beautify themselves, one of them is going to the salon. Figure 1.1 shows the number of women at Cipagalo Village.

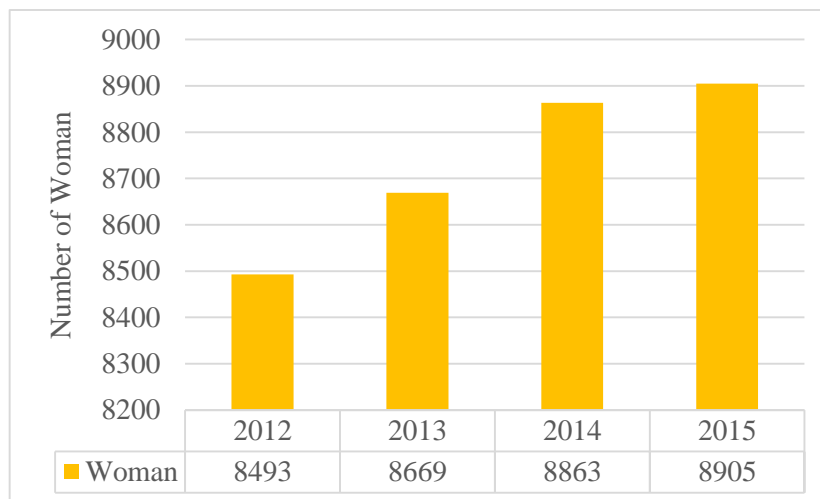


Figure 1.1 The Number Of Women Cipagalo Village, Bandung
(Source Head Office Cipagalo Village, 2015)

Based on Figure 1.1 it can be seen that the number of women Cipagalo Village from 2012 to 2015 has increased. In 2012, the recorded the number of women amounted to 8493 women Cipagalo Village. Then, in 2013, that number has increased by 2.07% which the number of women into 8669 women. Then the number of women in the year 2014 as many as 8863 or an increase 2.24% from 2013. Furthermore, in

2015, the increase in the number of women going by 0.47% from 2014 to 8905 women. That number is expected to continue to increase every year.

There is an increasing the number of women's Cipagalo Village influence on the development of business and economic activities. The opportunity to develop economic and business activities such as opening a salon can be a potential business opportunity, because the salon is a place visited by every woman in which there are various activities for maintain healthy hair and face in an effort to beautify themselves.

Dinar Salon is a place that offers hair and facial care services for women in informal settings. This salon offers hair care services such as hair cutting, cream bath, hairmask, hair fall treatment, curly hair, smoothing, and coloring hair. While skin care services offered is facial treatment. Moreover, Dinar salons also offer makeup services for official events. Salon Dinar revenue chart for the last four years is shown in Figure 1.2.

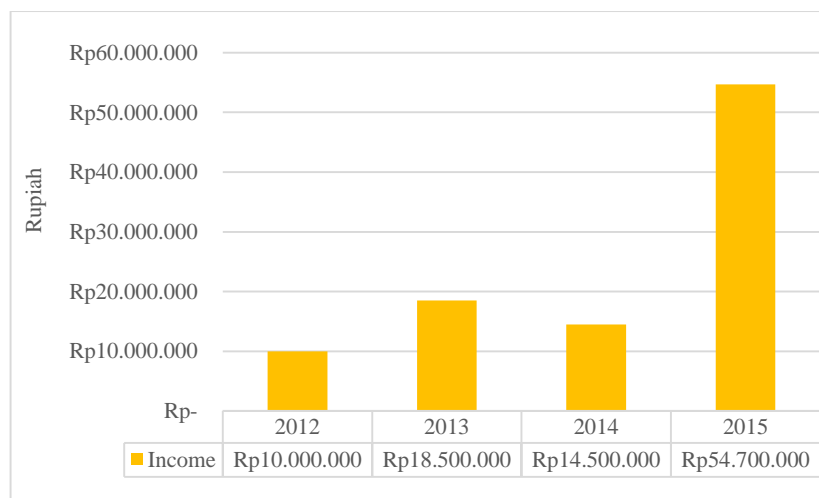


Figure 1.2 The Number Of Income Dinar Salon 2012 Until 2015
(Source: Dinar Salon, 2015)

Based on Figure 1.2 can be seen income from the year 2012 to 2015 Dinar Salon each year tend to be fluctuative. At the end of 2012, Dinar Salon has the income Rp 10.000.000,- and the increase in the following year became Rp 18.500.000,- which rose by 83.89%. Whereas in 2014, the net profit for the year Dinar Salon amounted Rp 14.500.000,- of which the income decreased by 21.62% from the previous year. Then Dinar Salon net profit rose nearly three-fold from a year earlier

to Rp 54.700.000,- as the end of 2015. Income had been reduced by expenses for every year.

Increases in income in 2015, it happened because the business owners start to try to offer some beauty product to its customer. Those product include serum gold, pearl cream, cream for cream bath, cream for hairmask, herbal shampoo making black hair, and ginseng tonic. In that year also request makeup on seasonal events have increased. Typically, in previous years, demand for makeup only on Kartini's day. However, there is also demand for make up for engagement, wedding, birthday, Christmas, and graduation ceremony.

While decreasing the amount of income that can occur due to a decrease in the number of customer. There are times when customer wants to try another salon. But in the end, customer return again become regulars Dinar Salon because you have drawn a match. The limited capacity of skilled labor when customer increases or coming together can also cause an increase in the number of customer who are not served can result in income Dinar Salon.

Table 1.1 shows the competitor Dinar Salon along with the estimated the number of customer. In which the distance between the adjacent salon with each other which is about 200 m until 400 m. In addition, the three salons are also the number of labor as much as 1 until 4 employees (data attached).

Table 1.1 List Of Name And Location Competitor

No	Name	Address
1	Jasmine Salon	Comp. GBA Barat No.1 Bandung
2	Mooi Salon	Comp. GBA 2 Blok A5 No. 20A Bandung
3	Muslimah Salon	Comp. GBA 2 Blok C5 No.5 Bandung

(Source: Result From Survey)

Therefore, the development of enterprises from the informal sector to the formal sector needs to be done to improve the quality and capacity of services in order to raise competitiveness. But before doing business development, feasibility analysis needs to be conducted to determine whether the development of Dinar Salon from the informal sector into the formal sector at Cipagalo Village is feasible if viewed from market aspect, technical aspect, and financial aspects.

I.2 Problem Formulation

Based on the background described above, there are problems that the author be identified in this research are as follows:

1. How is the feasibility of development Dinar Salon at Cipagalo Village viewed from market aspect?
2. How is the feasibility of development Dinar Salon at Cipagalo Village viewed from technical aspect?
3. How is the feasibility of development Dinar Salon at Cipagalo Village viewed from financial aspect?
4. How is the level of sensitivity development Dinar Salon at Cipagalo Village toward the number of customer, the selling price, the cost of raw material and beauty product?

I.3 Objective Research

The purpose in this research is to obtain information relating to the business feasibility analysis on Dinar Salon viewed from the market aspects, the technical aspects, and the financial aspects at Cipagalo Village. In accordance with the problem that have been formulated, the purpose in this research can be described as follows:

1. Determine the feasibility of development Dinar Salon at Cipagalo Village viewed from market aspect.
2. Determine the feasibility of development Dinar Salon at Cipagalo Village viewed from technical aspect.
3. Determine the feasibility of development Dinar Salon at Cipagalo Village viewed from financial aspect.
4. Determine the sensitivity development Dinar Salon at Cipagalo Village.

I.4 The Scope Of The Research

The Limitation of the problem research is necessary in order to research problem that do not deviate from the original purpose. Some constrains are used, namely:

1. Interest rate and other economic condition are considered stable during the analysis.
2. The scope of research object is only done at Cipagalo Village.
3. Feasibility analysis conducted in this research is the feasibility assessed based on market aspect, technical aspects and financial aspects.
4. Land and building are readily available when the feasibility analysis development of enterprises do.
5. In financial aspect, assumption is used based on market value.

I.5 Benefit Research

Based on the purpose of research, the authors hope the result in this research can be useful for everyone concerned. The benefits that can be gained from this research include as follows:

1. For Authors
Provide knowledge and insight for writers on how to analyze feasibility of development small enterprises to medium enterprises, especially for the provision of services such as salon.
2. For Business Owners
It can be used as input for decision making investment development Dinar Salon at Cipagalo Village and consideration in an effort to develop the business. In addition, business owners can also determine the level of profitability, returns, and risks that maybe occur in the future.
3. Other People Who Concerned
The author also expects the result in this research can be used as material thoughts, reference, and information that can be used by businesses related to feasibility viewed from market aspect, technical aspect, and financial aspect.

I.6 Systematics Writing

This research described the systematic writing as follows:

CHAPTER I INTRODUCTION

This chapter contains the description of the background research that becomes the foundation for feasibility analysis, problem formulation, research objectives, constraints used in the research, the benefits resulting from the research and writing systematic research.

CHAPTER II THEORY

This chapter contains literature related to the problems studied. A theoretical discussion include business feasibility analysis, aspects of feasibility analysis, and previous research as well as other supporting theories regarding the feasibility analysis. Source literature obtained from books and research journals related to the topic of the problems in research. The chapter also discusses the previous research are used as a reference in the research execution.

CHAPTER III RESEARCH METHODOLOGY

This chapter describes the steps detailed research on feasibility analysis. Research step started from the formulation stage of the research problem, research model development, analysis, up to the conclusions and recommendations as the result of the research.

CHAPTER IV COLLECTING AND PROCESSING DATA

This part of research that explains the process of collecting and processing data related to this research.

CHAPTER V ANALYSIS DATA

This section describing the analysis done of the data that has been obtained and proposed granted.

CHAPTER VI CONCLUSION AND RECOMMENDATION

This section that describes the conclusions of the research that has been done and the advice given by this research.