

ABSTRACT

Gambung Store is a startup e-marketplace sales village product BUMDes in Mekarsari village, Ciwidey, Bandung, West Java. This business made in order to increase product sales and create community growth to be able to sell between rural to urban. Now, Gambung Store has 3 products to marketed, there are tea chips namely “Sam-sam chips”, roasted coffee arabica “Bah Dusyie”, and t-shirt “Results”. This research helps to design business Gambung Store that can sell market needs, because this business is unique and new, it is necessary to consider if Gambung Store can be feasible or not from market aspects, technical aspects, financial aspects, risk analyst and sensitivity. Potential economic in Mekarsari Village has superior commodities, for coffee has production or once harvested of 220 tons (cherries) per year, and has been exported about 18 tons. Tea for production per year has 24 tons, vegetables are tentative and cow’s milk is 600 liters per day. Market aspect was obtained from the results of questionnaires has result for potential market for each product, 88% tea chips, 81% roasted arabica coffee and 71% shirts. From potential market acquisition, it found available market based on interest and ability to buy each product, tea chips accounted for 81% of potential market, roasted arabica coffee for 70% of potential market and shirts for 64% of potential market. For target market the calculation based on historical sales data for each product, it is found that tea chips are targeting 1% of available market, roasted arabica coffee targeting 0,25% of available market and shirts are tarheting 0,008% of available market. The technical design is carried out by conducting interviews, observation and benchmarks to similar competitors to determine the number of workers needed, equipment, technology used, business location and to get estimated investment for Gambung Store. Gambung Store has 5 worker, are CEO, marketing, research and development and technology officer. The result for financial calculation has NPV of Rp73.181.573,624 with IRR of 11,92% and MARR used 11,80%, the PBP result was 4,84 years. $IRR > MARR$, $NPV > 0$, and $PBP < \text{age of research}$. The feasibility calculation Gambung Store can be feasible according the financial criteria. With a 8% decrease in demand.

Sensitivity calculations are performed to measure how influential a decrease or increase in a cost factor in the Gambung Store business. Gambung Store's business also has risks that occur, divided from the market risks identified, namely the number of requests that can not be predicted and the development of marketing strategies that utilize social media. Technical risks consist of the development of increasingly advanced technologies and broken equipment. The financial risks are inflation and interest rates. From these risks is carried out risk management of each risk that occurs. From market risk consisting of the number of requests that can not be predicted by risk management with risk control, by reducing the frequency of such things occur. In addition, the risk of development of marketing strategies that can be overcome by avoidance risk management is with the consideration of an effort to conduct an insurer to overcome these risks. From technical risk consists of the development of advanced technology carried out avoidance risk management and equipment damaged with risk management control with risk avoidance. From financial risk, namely the increase in inflation and interest rates with control risk management.

Key: Startup, Feasibility Analysis, Sensitivity Analysis, NPV, IRR, PBP