

ABSTRACT

Miruki Way is one of the MSMEs in the culinary sector that was established at the end of 2019 and is located at Jl. Sukapura No. 14, Dayeuhkolot District, Bandung Regency. This business offers a variety of processed beverages and complementary foods that can be enjoyed by various groups. This business, which has been operating for four years, shows its existence with an increase in product sales every year. On the other hand, the existing outlets have several problems that cannot be expanded or renovated. These problems relate to the narrow outlet area, lack of parking space, frequent traffic jams in the outlet area, and lack of facilities in the form of toilets, prayer rooms, and power outlets.

From these problems, business owners plan to establish new branches with planning from various aspects. Therefore, the use of feasibility analysis methods by considering market aspects, technical aspects and financial aspects is the right choice for this problem. To determine the feasibility test, you can use Net Present Value (NPV), Internal Rate of Return (IRR) and Payback period (PP) methods. In addition, it is also necessary to conduct sensitivity tests and risk analysis to support the feasibility from various aspects.

The results of the proposal from the design of the market aspect produce the amount of market size to product demand obtained from the linear regression forecasting method. It was obtained that product demand will increase by 3.4% every year. Then, there is a marketing strategy with a segmentation, targeting, positioning (STP) and marketing mix (4P) approach that targets people aged 10-49 years and residing in the city of Bandung. The proposed advertising strategy is in the form of platforms such as Instagram ads, tiktok ads, and banners. The next design is about technical and operational aspects. In this design, the city of Bandung is determined as the location for the establishment of a new branch due to several supporting reasons such as the distance that is still affordable from the exciting location, the trend of increasing consumption of sugary drinks in the city of Bandung, and the city of Bandung becoming a target city for students. The determination of the workforce in the new branch refers to the standard time of the process for each activity, so the number of workers in the new branch is 7 people with the division of cashier staff, star waiters, and production staff. In the technical aspect, it is also necessary to design the estimated material needs per product. This is to determine the necessary stock so that there is no shortage or excess of raw materials. In addition, the amount of equipment needed in the production process is determined. In the new branch, there is an addition of machinery, equipment and facilities from the main branch. This is influenced by the

difference in the area of the main plant and the new plant. The wide influence also affects the standard time of the process in each activity. There are 6 activities that occur in the proposed business process, namely the process of opening an outlet for 84.67 minutes, the process of procurement of raw materials and auxiliary materials for 248 minutes, the service and production process of ice cream for 8 minutes, the service and production process of processed beverages for 14 minutes, the service and production process of croffle for 14 minutes, and the process of closing the outlet for 85 minutes. In the results of the financial aspect design, calculations are obtained for costs that affect the design, such as investment costs, raw material costs, consumables costs, labor costs, operating costs and estimated income. From the acquisition of these costs, it can be used to test the feasibility using the NPV, IRR and PP methods.

Based on the calculation results, the NPV value is obtained using a MARR value of 10.7% of Rp168,151,288, an IRR value of 44.09%, and a PP of 4.02 years. It can be said that the design for opening a new branch at Miruki Way is in the feasible category because the NPV is positive, the IRR is $<$ MARR, and the payback period is still within the estimated range. In addition, there is a sensitivity test to determine the maximum limit to which the Miruki Way store can be affected by 4 conditions. The sensitivity value when there is a decrease in product demand by 3.30%, conditions when labor costs increase by 20.17%, conditions when raw material costs increase by 4.90%, and conditions when selling prices decrease by 3.30%. In addition, there is a draft for the risk analysis of opening new stores. A risk percentage of 7.67% was obtained, which was influenced by market, technical and financial aspects, so that the NPV rate value was obtained at 18.37% from the increase of risk percentage and MARR value. The projected results from this assumption obtained an NPV value of IDR 107,496,970, an IRR value of 44.09%, and a payback period of 4.30 years. When adjusted to the feasibility theory, the business of opening a new branch is considered feasible to be implemented.

Keywords: Feasibility Analysis, Market Aspects, Technical Aspects, Financial Aspects, Sensitivity and Risk Analysis