

BUSINESS FEASIBILITY ANALYSIS IN THE ESTABLISHMENT OF A CAFE

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Abstract: *As a basic human need, culinary is seen developing widely over the years in Indonesian society. This culinary industry has been proven by contributing large numbers in the national economy. Based on data, national tourism and creative economy have provided around 30% of the total national economic income. In this case, the government provides a statement to support all culinary sub -sectors in Indonesia. One of the creative industries that is developing rapidly in Indonesia is food and beverages or culinary industries. At present the food and beverage industry is a sector with the largest contribution of Indonesia's economy, which is 5.5 percent of the national gross domestic product and 31 percent of gross domestic product in non-mining and industrial gas processing. This makes Indonesia high potential in the culinary field. Seeing the fast development of the culinary world in Indonesia, more and more restaurants, cafes, or eating where Indonesia appears. Feasibility study is a tool that can be taken into consideration in making The decision to accept or reject the proposed investment in developing or establishing project/business planning. Research on business feasibility analysis, not to know whether it is feasible or not from the value of investment criteria.*

Keywords: *Net Present Value, Payback Period, Break Event Point*

Introduction

Culinary is one type of creative industry that comes from the use of creativity, skills, and talents of individuals in creating prosperity and jobs for the community. Today's feasibility study is an important need for business communities and the general public who have just stepped in the world of entrepreneurship, as well as those who want to develop their business to become wider and more advanced. Many ways that can be done by the community to open and develop businesses to improve their economic conditions. The creative industry makes a good contribution to Indonesia. Other types of creative industries found in Indonesia are advertising, architecture, crafts, and design etc. Indonesia has different types of culinary in each region. Feasibility stance is a tool that is able to be taken into consideration in making a decision to accept or reject an investment proposal in building or establishing a project/business plan. Indonesia has diverse culinary, ranging from traditional cuisine to foreign cuisine. Each region has a uniqueness in processing its cuisine, therefore Indonesia is famous for its diverse culinary. The decent understanding of assessment as a feasibility study means that the possibility of business/project ideas that will be carried out provides benefits (benefits), both in the sense of financial benefits and in the sense of social benefits. The existence of a place to eat or cafe is

increasingly mushrooming. Cafe is one of the people's options to gather. In Jakarta, there are at least more than 300 cafes operating. Based on data from the Indonesian Restaurant Cafe Entrepreneurs Association (APKRINDO), the number of cafes and restaurants in Surabaya grew rapidly by 15-20% in 2012, and will continue to increase. In the midst of this difficult economic condition, the opportunity to get a job becomes more difficult. Various methods taken by people so that they do not become unemployed. One alternative is to start a business or business that can produce benefits and benefits. There are many opportunities that can be done and everything is in front of our eyes, but the problem is the way we maximize these business opportunities.

Literature Review

Feasibility analysis is a way to decide on the feasibility of the project, which studies more in detail about the business to be established, to decide whether it is feasible or not. In general, feasibility analysis is divided into 3 aspects. These aspects can be described as markets of aspects, financial aspects, and technical aspects.

According to Kasmir and Jakfar (2009), business feasibility studies are a research activity carried out in depth about the business plan, in order to determine whether or not the business plan is carried out, it is feasible in the sense that it will provide benefits not only for companies that run it, but also for Investors, creditors, government and the wider community.

According to Ridwan S. Sundjaja (2013b: 157), "Investment is an activity to store money (saving) for some time to prepare for expenses that will/suddenly occur in the future."

The feasibility study that is also often referred to as feasibility study is a consideration in making a decision, whether accepting or rejecting a planned business / project idea. The decent understanding in the assessment of the feasibility study is the possibility of business / project ideas that will be carried out providing benefits (benefits), both in the financial sense and in the social sense of benefits, Ibrahim (2009).

Method

Data analysis is carried out qualitatively and quantitatively. The analysis was carried out for Analyzing market aspects, legal aspects, management aspects, technical/operating aspects, and aspects economy and social, where the analysis is adjusted to the existing theory, Alhusna (2011). Quantitative analysis is used to analyze financial aspects consisting of Various Investment Criteria Values such as Internal Rate of Return (IRR), Net Present Value (NPV), Profitability Index (PI) and Payback Period (PP), The research methodology can be divided into 6 phases as defined in the picture above. First, The Problems, research tujuuan, and problem limits are identified by researchers. Next, Data is processed after being collected based on every aspect by the researcher. Method Collection data are through questionnaires, interviews, observation, literature in review, and execution. Therefore, the data collected will be processed based on market, technical and financial aspects Aspect. After that, the research will be included in a proper condition or not, including Suggestions, Sensitivity Analysis as the end of this study.

Result and Discussion

Based on research conducted, the results of the feasibility analysis of the more detailed cafe is the potential market is the interest of respondents in business products. Analysis of financial aspects Used to analyze the feasibility of a project or business in terms of financial. In the financial or financial aspect, an investment criterion will be assessed based on Internal Rate of Return (IRR), Net Present Value (NPV), Breakevent Point (BEP), Profitability Index (PI), and Payback Period (PP). To analyze these criteria, current is used Cash (Cashflow) to find out the

amount of benefits received and the costs incurred. In addition, profit or loss analysis will also produce a tax component which is a reduction in company cash flow. After the tax is known then Cashflow is prepared as a basis for calculating investment criteria. Criteria Investment will show whether or not the business is in terms of financial side. To find limits a maximum of a change so that with this limit the business is still said to be feasible then a sensitivity analysis is performed with the trial and error calculation method. Analysis of aspects in study Business feasibility has a connection between one aspect and that aspect other. Therefore, mistakes or inaccuracy in one aspect will affect the results of the study analysis overall business feasibility.

Fixed costs, fixed costs are costs incurred every year which has no direct effect on the amount of output produced. Fixed costs incurred by Surabaya companies include rental places, salary costs, telephone and transportation fees.

Legal aspects in the process of making documents needed for the establishment of a cafe do not experience obstacles in the process, KTP, IMB, Situ, SIUP, HO, NPWP.

Environmental aspects, Environmental aspects are one aspects that need to be considered in run a business plan, because it cannot be denied such a business Culinary business is directly related with the surrounding environment. In terms of This Cafe chose the location indeed crowded by people so that more Easy to see the public, besides that The chosen location is the location strategic to run a culinary business due to many places to eat be there so as to increase Cafe Market Potential Nevertheless It also increases the level competition itself.

Technical and Technology Aspects, Technical and technological aspects in the establishment of a cafe are very important to improve the quality of services provided and company operational activities. In the establishment of a cafe, main facilities and supporting facilities are needed. The main facilities consist of cashier, water supply, electricity, audio system, kitchen equipment and equipment. While the supporting facilities consist of AC, WiFi, CCTV, Office, Warehouse.

Financial aspect, Financial aspects are generally the most recent aspect compiled in a business feasibility study. This is because in financial aspects require information relating to previous aspects. Business -oriented businesses or non -profit -oriented must still pay attention to financial aspects before running the business.

Table 1: Marketing Costs

Marketing Costs			
Information	Stage 1	Stage 2	Stage 3
Radio	Rp 50.000.000	Rp -	Rp -
Medsos	Rp 2.700.000	Rp -	Rp -
Live Music	Rp 50.000.000	Rp 50.000.000	Rp 50.000.000
Total	Rp 102.700.000	Rp 50.000.000	Rp 50.000.000

Source: Data is processed by the author

Conclusion

Based on the results of research conducted At the cafe about business feasibility studies, The author draws conclusions Answering the formulation of the problem, namely:

1. The aspects that are conducted by Cafe have been quite complete.

All aspects that are eliminated eh this cafe can be said to be feasible
In the establishment of a business.

2. Cafe Business Evaluation Results

Conclusion Research Analysis of Restaurant Business Feasibility Based on the results of the analysis Market aspects, technical aspects, legal and environmental aspects, resource management aspects Humans, financial aspects, sensitivity sensitivity and the restaurant effort is running Declared feasible, because all aspects analyzed stated that they were feasible.

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