

MOBILE CARWASH BUSINESS FEASIBILITY ANALYSIS IN THE CITY OF MEDAN

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Abstract: *The intensity of purchasing motorized vehicles can increase the need for motor vehicle maintenance. Currently needed a place of care motorized vehicles, one of which is an effective and efficient car wash, which is effective in terms of customer service, namely doing it carefully the process of washing the exterior and interior of the car, while efficient in terms of costs and service waiting times. So, to be able to meet the needs the maintenance of car-type motorized vehicles is applied to the Mobile concept Carwash. However, there are some problems in setting up a mobile business Carwash, which requires a fairly large and owned capital investment business risk. It takes a planning stage so that the business will built has a minimum risk, including the need to conduct a study feasibility which includes market aspects, technical aspects, legal aspects, sources aspects human resources, financial aspects, and sensitivity analysis to several parameters that may affect the current viability of the business. Based on results of business feasibility analysis for each aspect, all aspects are stated meet the eligibility criteria.*

Keywords: *Treatment needs, business risk, business feasibility analysis*

Introduction

Indonesia, which is a developing country, is still lacking in innovations for a product or service performed by business actors. Many para business actors who are still difficult to develop because they do not have an innovation and the characteristics of its products or services, so that for some products and services still monopolized by large companies that have large capital. It is noted that the use of four-wheeled motorized vehicles, especially in big cities, has increased rapidly every year. The need for maintenance of private vehicles, especially cars also increased along with the intensity of use of the car. One Car care is a car wash, where almost every driver or car owners feel more confident and satisfied when driving a car in good condition clean. The current condition for car wash services is that there are still many complaints or complaints inconvenience felt by consumers including the long distance to heading to the car wash, congestion that makes consumers lazy to get out house, and hot or rainy weather that prevents consumers from washing car at a public car wash. Currently needed an effective and efficient car wash, which is effective in In terms of customer service, namely working carefully on the

exterior and washing process car interior, while efficient in terms of cost and service waiting time. For answering these challenges, the concept of "Mobile Car wash" is applied, where the concept This can accommodate complaints that occur to consumers about the condition of the washing placecurrent car.

Literatur Review

Problems that will occur in the establishment of a Mobile carwash business include sources limited capital and the risk of business failure. Therefore it takes a stage planning so that the business to be built has a minimum risk of them it is necessary to conduct a feasibility study covering market aspects, technical aspects, legal aspects, aspects of human resources, and financial aspects. In the business feasibility analysis, namely market aspects (Jakfar and Kasmir, 2010) analyze how much market potential is there for the product being offered and how big market share controlled by competitors today, legal and environmental aspects aim to (Jakfar and Kasmir, 2010) examine the validity, completeness, and authenticity of owned documents. First, it requires the establishment of a legal entity, aspect technical discusses determining the feasibility of companies related to technical or operations, aspects of human resource management address setting or management human resources in organizational structure planning, job descriptions to labor training and financial aspects aimed at analyzing economic activities that ongoing, starting from investment costs consisting of preoperative costs, investment costs in fixed assets, to working capital.

Research Methods

A. Analysis Aspect Market

A market is (Jakfar and Kasmir, 2010) a top set of real buyers and potential buyers product. The market aspect aims to determine product prices and strategies related product marketing, so that it can be seen whether the plan is feasible or not make a business seen from the market aspect (Umar, 2001). Request data is used data from the Central Statistics Agency (BPS), namely the population of 3 sub-districts viz antapani, arcamanik, and kiara leaning which will be used as a reference in conducting studies feasibility. Forecasting (Jakfar and Kasmir, 2010) is the knowledge and art to predict what will happen in the future at the present moment. On This market aspect is projected for the next five years. Feasibility of the market aspect determined based on: The market opportunity has a positive outcome, the selling price of the product can afford compete, and there is a marketing strategy that can be implemented by the company.

B. Technical Aspect Analysis

Determinants of the feasibility analysis of technical aspects, namely: Service design in standard form operational procedures; Service capacity planning relates to how much services produced within a certain time taking into account the technical capacity and equipment owned as well as the most efficient costs (Jakfar and Kasmir, 2010); Facility planning in terms of determining the number of facilities based on type and number for service capacity.

C. Legal Aspect Analysis

Legal entities (Siregar, 1991) there are several types of legal entities that can be established in Indonesia, namely Individuals, Firms (Fa), Limited Liability Companies (CV). (pt). The formation of a legal entity requires an operational legalization process. In general, an investment will be legal if (Siregar, 1991) the investment object not included in the Negative Investment List, in its establishment following the procedure or regulations in force in Indonesia.

D. Analysis Of Aspects Of Human Resource Management

Organizational schema is its ability to describe the relationship between employees, parts, and various hierarchical levels that exist in the organization. Obtained job specification data then used the functional organizational structure along with job description. The training program aims to improve mastery various skills and specific work implementation techniques for current needs.

E. Financial Aspect Analysis

Investment or capital needs can be sought from various sources of funds and issued according to company policy. It is necessary to calculate the construction cash flow in the form of a report profit and loss (income statement), and cash flow. In general, the purpose of making reports a company's finances are as follows (Jakfar and Kasmir, 2010): provide financial information about total assets, types of assets; amount of liabilities, types liabilities, and the amount of capital.

F. Ethics in Business Feasibility Studies

The purpose of this business feasibility study is to avoid large investment for activities that do not provide profit. To study the proposed project from all sides or aspects professionally so that in the end you can achieve everything something planned. As you know, the results of a feasibility study are a written report. The contents of the feasibility report state that a business plan is feasible or not realized. Feasibility study possible used by reviewing parties to participate in approving or rejecting the eligibility of the report in accordance with his interests. Possible occurrence of a feasibility study that been declared feasible but in the end it was not achieved. It can caused by making a final decision that refused because the presence of intervention from other parties feel some of the interests included are not met. therefore the company must be very be careful in providing a feasibility analysis, because of continuity a business involves many factors that require elaboration detailed and deep so that it can provide useful information support the final decision. Many factors can result in a business turns out then become unprofitable or fail as it occurs various errors. The error occurs like this: error in planning, mistakes in market interpretation, mistakes in use of technology, errors in determining the continuity of materials standards, as well as errors in estimating the number of workers. In addition, there are also factors that often change such as economic, social, political and environmental factors such as natural disaster or fire at the planning location. The business examined in the feasibility study can be in the form of a business big like business development or just like simple business opened a motorcycle service business. The bigger the business being run the greater the risk that will be experienced. The impact that occurred It can be an economic impact or a social impact. Because it exists which completes the feasibility study with cost and benefit analysis including social costs and social benefits. Then with

Thus the feasibility study will involve:

1. Financial benefits, namely the economic benefits of the business for the business itself which means the business is seen profitable compared to the risks of the business Alone.
2. Social Benefits, namely the social benefits of the business for the community around the project. This is a relative study complex and difficult to perform.
3. National economic benefits, namely the economic benefits of business for the country in which the business is conducted, indicating business benefits for the macro economy of a country. As for the parties who need a study report.

Results and Discussion

Research result

1. Market Aspect Feasibility Analysis

Based on the results of processing data on market aspects, obtained results based on feasibility to:

1. The calculation results for market opportunities are positive.
2. The selling price of the product is able to compete with other companies.
3. There is a marketing strategy that can increase the selling value of the company.

Based on the results of the analysis of market aspects above, it can be concluded that Mobile business Carwash is feasible to implement.

2. Feasibility Analysis Of Technical Aspects

Based on the results of technical aspects of data processing, obtained results based on feasibility to:

1. The Standard Operational Procedure used has been tested.
2. The company's service capacity can meet service targets
3. There are adequate facilities for the company's operational processes

Based on the results of the analysis of the technical aspects above, it can be concluded that Mobile business Carwash is feasible to implement.

3. Legal Aspect Feasibility Analysis

Based on the results of data processing on the HRM aspect, the feasibility results were obtained based on having fulfilled the permits that must be fulfilled in accordance with the regulations applicable. Based on the results of the analysis of legal aspects, it can be concluded that Mobile business Carwash is feasible to implement.

4. Feasibility Analysis Of Aspects Of Human Resource Management

Based on the results of data processing on the HRM aspect, the feasibility results were obtained based on:

1. There is an organizational structure that fits the needs of the company
2. Having a workforce according to company specifications
3. Have and implement job training programs for employees.

Based on the results of the analysis of human resource management above, it can be concluded Mobile Carwash business is feasible to implement.

5. Financial Aspect Feasibility Analysis

Based on the results of processing the data on the financial aspect, the feasibility results are obtained based on:

1. Payback Period for this Mobile Carwash business is 2 years 11 months.
2. The Net Present Value is positive in the amount of Rp. 103,817,577-
3. The Internal Rate of Return is 21.85% where the value is greater than

Minimum Attractive Rate Of Return (MARR) value, namely 9.71%

Based on the results of the analysis of the financial aspects above, it can be concluded that Mobile business Carwash is feasible to implement.

Conclusion

Based on the results of the feasibility of the five aspects of research and sensitivity analysis calculations that has been done, it can be concluded that the Mobile Carwash business is feasible to run. In this era of globalization, it is time for the Indonesian people to think about how to find a breakthrough by instilling as early as possible about entrepreneurial values, especially for the educated, even more so for college students. Planting entrepreneurial values for many people are expected to foster a spirit of creativity to do business or self-employment and not depend on the search work which is getting tougher every day. This creativity is great needed for people with an entrepreneurial spirit to be able identify business opportunities and then capitalize on them to create new business opportunities. Entrepreneurial values are very important for people who will starting a business, so entrepreneurs will try to create innovation in the business that is run so that the product is produced can be accepted in the market as a superior product that consumers are looking for. In this global era, competition among fellow businessmen or Entrepreneurs are very tight and varied, both competition on a local scale, regional, national and international. Then a businessman or company emphasizing on creative innovation that will be able to compete, survive, excel and have more value. Added value That is, entrepreneurs must have the ability in terms of relate to other people (interaction), ability in terms of marketing goods, regulatory skills, and attitudes towards money. Someone has an interest in entrepreneurship because of something certain motives, namely achievement motives. This motive is a social value which emphasizes the desire to achieve the best use achieve personal satisfaction. The basic factor is existence needs to be met.

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