

Analysis of Business Feasibility Study on Msmes Reviewed from Market and Marketing Aspects (Case Study on Dapoer Bunda)

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Abstract

This study investigates the feasibility of marketing MSME Dapoer Bunda by analyzing seven important elements: type of food, price, location, promotion, human resources, physical evidence and process. This MSME has many types of food, with good quality and service. The low price strategy and distinctive taste are the main attractions for buyers. This MSME has large customer potential because of its strategic location. Despite the fact that it does not use any special promotional strategies, the main focus is competitive pricing. With few employees, friendly service is essential, while the quality of the food enhances the flavors to attract customers. The transaction process can be carried out in the shop and can be accessed online, so buyers can make transactions anywhere.

Keywords: Business Feasibility Study, MSMEs, Marketing Aspects

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Introduction

Micro, Small and Medium Enterprises (MSMEs) are economic activities carried out by most Indonesian people as a mainstay in obtaining income. MSMEs also have several advantages compared to large businesses, namely easy innovation in product development, the ability to absorb a lot of labor, flexibility and adaptation to rapid market changes better than large businesses, (Suryani et al., 2018).

Economic growth is a process of changing the economic conditions of a country continuously towards a better condition over a certain period. Based on statistical data from the Medan City Central Statistics Agency, it was found that the growth rate of Medan City's GRDP was fluctuating, which means that the GRDP growth rate experienced ups and downs every year. The growth rate of Medan city's GRDP can be said to have experienced slowing growth from 2015 to 2019. In 2015 Medan city's GRDP reached 5.74% and experienced an increase of 0.54% in 2016 to 6.27%. However, it decreased by 0.46% in 2017 to 5.81%. In 2018 there was an increase of 0.11% to 5.92% and in 2019 the GRDP of Medan city increased by 0.01% to 5.93%. The instability that occurs in economic growth in the city of Medan means that the government as a supporter of the process of improving people's lives in a government must be able to further increase economic growth in the city of Medan by finding out what factors can influence economic growth in districts/cities that can develop the city of Medan. One form of development in the city of Medan, namely through economic sector development by promoting entrepreneurship programs. That is why, the development of MSMEs needs to be optimized (Waqfin et al., 2021).

Based on the reality on the ground, MSMEs are often described as businesses that have traditional management, with the following characteristics: 1. MSMEs that grow and develop in Indonesia are mostly managed by individuals (one-man show) or managed within one family with a certain management pattern. 2. MSMEs grow and develop by using limited raw materials and simple production processes. 3. Customer demand patterns tend to be very monotonous (relatively not changing much). This tendency was created as a result of the lack of competence of MSMEs in creating products. 4. Use of simple production equipment (not based on high technology), (Safaruddin, 2017).

With a deeper understanding of MSMEs in business feasibility studies, it is hoped that MSME players can improve the quality of their businesses, strengthen business marketing and increase income. In this context, this journal aims to provide an understanding of the marketing aspects of MSME business feasibility studies.

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Theoretical Review

Business Feasibility Study

A business feasibility study can be interpreted as research regarding the establishment or expansion of a project in order to find out whether or not the project is feasible or profitable. If a business feasibility study is carried out professionally, it can play an important role in the investment decision making process. Feasibility means research carried out in depth to determine whether the business to be run will provide greater benefits than the costs that will be incurred. Meanwhile, business is a business carried out whose main aim is to make a profit. Thus, it can be concluded that the meaning of a Business Feasibility Study (SKB) is an activity that studies in depth about a business or business that will be run, in order to determine whether or not the business is worth running, (Arifuddin et al., 2020).

MSMEs (Micro, Small and Medium Enterprises)

(Rachmanti et al., 2019) The form of MSMEs can be individual companies, partnerships, such as firms and CVs, or limited liability companies. MSMEs can be categorized into three, mainly based on the number of assets and turnover as stated in Law Number 20 of 2008 concerning MSMEs as follows:

1. **Micro Business:** Productive business owned by individuals and/or individual business entities that meet the following criteria:
 - a. Assets \leq IDR 50,000,000.00, Have a net worth of less than or equal to IDR 50,000,000.00 (fifty million rupiah)
 - b. Turnover \leq IDR 300,000,000.00, Have annual sales of less than IDR 300,000,000.00 (three hundred million rupiah)
2. **Small Business:** A productive economic business that stands alone, which is carried out by an individual or business entity that is not a subsidiary or branch of a company that is owned, controlled, or is part, either directly or indirectly, of a medium or large business that meets the following criteria:
 - a. IDR 50,000,000.00 < Assets \leq IDR 500,000,000.00, Have a net worth of more than IDR 50,000,000.00 (fifty million rupiah) up to a maximum of IDR 500,000,000.00 (five hundred million rupiah) excluding land and business premises); or IDR 300,000,000.00 < Turnover \leq 2,500,000,000.00, Have annual sales results of more than IDR 300,000,000.00 (three hundred million rupiah) up to a maximum of Balance Vol. XVI No. 1 | January 2019 Journal Balance 35 Rp. 2,500,000,000.00 (two billion five hundred million rupiah).

3. **Medium Business:** A stand-alone productive economic business, carried out by an individual or business entity that is not a subsidiary or branch of a company that is owned, controlled, or part of either directly or indirectly with a small business or large business that meets the criteria as following:

- a. $\text{IDR } 500,000,000.00 < \text{Assets} \leq \text{IDR } 10,000,000,000.00$, Have a net worth of more than IDR 500,000,000.00 (five hundred million rupiah) up to a maximum of IDR 10,000,000,000.00 (ten billion rupiah) not including land and buildings for business premises; or
- b. $\text{IDR } 2,500,000,000.00 < \text{Turnover} \leq \text{IDR } 50,000,000,000.00$, Have annual sales results of more than IDR 2,500,000,000.00 (two billion five hundred million rupiah) up to a maximum of IDR 50,000,000,000, 00 (fifty billion rupiah).

Marketing Aspect

In a business feasibility study, market and marketing aspects are the main focus to assess the potential success of a product or service that will be launched in the future. An in-depth analysis of market potential aims to identify the extent to which the product or service can meet the needs and desires of target consumers. This involves a deep understanding of the target market segment, market size, and market dynamics that may influence the acceptance of the product or service. Market and marketing aspects are revealed through in-depth research of specific market segments and estimates of future product demand. This includes understanding consumer needs, preference trends, and product innovations that can support market acceptance. Accordingly, identifying obstacles such as competition with industry competitors provides insight into the challenges that may be faced as well as the steps that need to be taken to compete effectively. A feasibility study that includes market and marketing aspects is an important step that must be taken for market research to become a step crucial in ensuring that company goals can be achieved optimally.

By understanding the size of the market to be entered, the market structure that influences competition, and identifying market opportunities that can be exploited, companies can design appropriate and effective marketing strategies. An overview of future market projections. Apart from that, this analysis also includes the formulation of appropriate marketing strategies, ensuring that the company can compete effectively and maximize existing opportunities, (Bate'e et al., 2024)

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Methodology

The method used in this research is a qualitative descriptive method, where the data obtained is analyzed using surveys and interviews. This research is located on Jalan Captain Muslim. The information in this research is based on 1 family, namely his wife, Mrs. Hanum, and her husband, who is the owner of UMKM Dapoer Bunda. The data analysis used is descriptive analysis. The results of the interview relate to aspects of marketing business feasibility, consisting of people, type of food, price, location, promotion and process.

According to Bogdan and Biklen in Sugiyono (2020:7) the descriptive qualitative research method is collecting data in the form of words or pictures, so it does not emphasize numbers. The data collected after analysis is then described so that it is easy for other people to understand. This research is intended to provide an overview, describe and interpret how MSMEs can develop according to the existing market.

In addition, according to Moleong (2017, p. 6), qualitative research has an analytical style that is not based on statistical analysis which means that this research is based on data that is not numerical in nature but rather verbal and nonverbal. For this reason, the method used to analyze this article is descriptive qualitative.

Data Analysis Technique

The data analysis technique is by analyzing, observing and interviewing. The researcher conducted observations at a location on Jl. interview. In this context, in order to obtain reliable data sources, the most effective approach is to involve primary data sources, where researchers are actively involved and go directly to the field. This approach allows researchers to directly collect more in-depth and contextual information related to the problem being researched.

Discussion Result

Operational Aspects of Dapoer Bunda Hanum

Operational aspects are one of the aspects that need to be analyzed in a business feasibility study. This relates to all operational activities carried out in running a business, including production, distribution and customer service. In the case study of Dapoer Bunda Hanum in Captain Muslim, analysis of operational aspects can be carried out by considering the following factors:

Technical Factors of Production

The technical aspect is an aspect relating to the technical process of building a project and its operation after the project is completed. The purpose of this aspect is to be technically confident that the business development plan is feasible to implement. The things that are taken into consideration in the technical aspect include business location, production process, and production facilities. The technical and production aspects of Dapoer Bunda Hanum in Captain Muslim discuss governance starting from the production location, obtaining raw materials to how Dapoer Bunda Hanum in Captain Muslim manages production activities including production flow, equipment used, production capacity, quality control, place and equipment layout. The following are the results of the discussion that researchers conducted:

1. Location

Location is an important factor in business feasibility study analysis. Choosing a strategic location can have a significant impact on the success of MSME businesses such as Dapoer Bunda Hanum in Captain Muslim. In choosing a location, there are several aspects that need to be considered. First, accessibility is an important factor. A location that is easily accessible to potential consumers will increase the business's chances of success. For example, Dapoer Bunda Hanum in Captain Muslim must be on location which is close to office centers, schools, or other strategic places.

Apart from that, competitive factors also need to be considered. Competitor analysis in the area can help determine whether there are unmet needs or market opportunities that can be exploited. Demographic aspects also have an influence. Understanding the characteristics of the population around the location can help in identifying the preferences and needs of potential consumers. For example, if the area is dominated by families with children, Dapoer Bunda Hanum can adjust the menu or develop attractive family packages.

Lastly, environmental factors also need to be considered. The location clean, safe and comfortable can attract more customers. Choose Locations that have sufficient parking facilities, adequate public facilities, and a friendly environment will provide a positive experience to consumers who come. In a business feasibility study analysis, choosing the right location can provide a competitive advantage and increase the business's chances of success. However, it is important to remember that location selection is not a factor that determines the success of an MSME business. An analysis of the financial, marketing, operational and legal aspects of the business is also required to ensure the overall feasibility of the business as a whole.

2. Raw material

Raw materials are an important aspect in study analysis business worthed. Availability

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and quality of raw materials used by MSMEs such as Dapoer Bunda Hanum at Captain Muslim can have a direct impact on the sustainability and success of the business. In raw material analysis, there are several factors that need to be considered. First, the availability of raw materials is important. Bunda Hanum's dapoer business requires ingredients such as chicken, spices, seasonings and fresh vegetables. Ensuring the availability and accessibility of these raw materials is very important so that the business can run smoothly and avoid supply problems. Apart from that, the quality of raw materials must also be considered. High quality raw materials will have an impact on the products produced, including the taste and quality of the food. Dapoer Bunda Hanum's business must maintain the quality of the raw materials used in order to provide a satisfying eating experience for consumers. The price aspect also needs to be taken into account. Dapoer Bunda Hanum must take into account the price of raw materials in order to determine a competitive and profitable selling price. It is necessary to carry out a comprehensive price analysis to ensure profitability and business sustainability. In the business feasibility study analysis, good selection and management of raw materials will contribute to maintaining product quality, minimizing costs, and maintaining good relationships with suppliers. However, keep in mind that this analysis is only one aspect of the overall business feasibility study, and it is also necessary to analyze the financial, marketing, location, operational and legal aspects of the business to ensure overall business feasibility.

3. Technology

Technology is an important aspect in business feasibility study analysis. Proper use of technology can provide competitive advantages and increase business operational efficiency. In the context of MSME businesses such as Dapoer Bunda Hanum in Captain Muslim, technology can play a role in several relevant aspects.

First, technology can be used in the production process. In a culinary business like Dapoer Bunda Hanum, you can utilize modern equipment such as stoves, ovens or food processing machines to increase efficiency and consistency in production. Utilizing this technology can help speed up production time and produce products of better quality. Apart from that, technology can also be used in marketing and promotions. In today's digital era, Dapoer Bunda Hanum can utilize online platforms such as social media, websites or food ordering applications to increase business visibility and reach. By using this technology, promotions can be more effective and reach a wider target market.

Management aspects can also be improved through the use of technology. Dapoer Bunda Hanum can use software or an integrated management system to manage inventory, raw material procurement, sales and business administration. By using this technology, management processes can be more efficient and organized, making it possible to reduce errors and increase productivity. However, keep in mind that not all technology investments will be relevant or economical for MSME businesses. Before adopting a new technology, it is necessary to carry out a thorough cost and benefit analysis to ensure the long-term benefits and financial viability of the technology the investment.

In the business feasibility study analysis, the use of appropriate technology will provide several benefits, including increased operational efficiency, increased competitiveness, and sustainable business development. However, it is important to remember that technology is only one aspect of the overall business feasibility study, and it is also necessary to analyze the financial, marketing, location, raw materials, operations and legal aspects of the business in order to ensure the overall feasibility of the business.

4. Production process

The production process is a key stage in the transformation of raw materials into finished products. Basically, the production process includes a series of planned and structured steps or activities to produce goods or services in accordance with established needs and standards. In the context of Micro, Small and Medium Enterprises (MSMEs), the production process is the core of business operational activities. This includes raw material preparation, processing, assembly, and packaging of the final product. The importance of the production process lies not only in efficiency, but also in the quality of the final product and compliance with food safety standards and other applicable regulations.

The production process is a very important aspect in business feasibility study analysis. An efficient and effective production process will contribute to the smooth running of business operations and the quality of the products produced. In a business context such as Dapoer Bunda Hanum in Captain Muslim, a good production process will be the determining factor for the success of the business. When analyzing a business feasibility study, several things need to be considered related to the production process. First, selecting a production method that suits the type of business and characteristics of the products offered. For example, Dapoer Bunda Hanum can choose cook-to-order or pre-cooked production methods, depending on customer demand and speed of service. Apart from that, it is also necessary to pay attention to aspects of resource utilization and operational efficiency in the production process. This includes optimal use of raw materials, proper inventory management, quality control and management. In business feasibility analysis, a thorough understanding of the production process helps in evaluating production costs, operational scalability, and future product development potential. Therefore, a deep understanding of the production process is a crucial part in understanding the feasibility of a business from an operational and financial perspective.

Market and Marketing Aspects in Dapoer Bunda

From the results of research and observations carried out by the author on "UMKM Dapoer Bunda", there are a number of market and marketing aspects which are the focus of the analysis.

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This research includes an in-depth understanding of ongoing market trends, analyzed in market and marketing aspects including:

1. Product

In this process, companies need to carefully detail and define their products, selecting the features that are most relevant and attractive to the target market. Product design must align with consumer expectations and values, creating a positive user experience. According to Philip Kotler's view, the definition of a product is: "Something that can be offered to a market for attention, to be purchased, used, or consumed, which has the potential to satisfy consumer wants and needs." in (Purwana et al, 2016). MSME Dapoer Bunda offers various types of food such as: chicken noodles, penyet chicken, traditional cakes, accepts catering orders, etc. It must be acknowledged that this variety of dishes reflects creativity and uniqueness in the culinary world. Each food variant presents a different touch that can pamper the taste buds of its connoisseurs. MSME Dapoer Bunda also offers various kinds of fried foods. Dapoer Bunda uses secret spices in its food, so the Dapoer Bunda spice mix is taken directly from the Dapoer Bunda spice distributor at Captain Muslim. So, the distinctive taste found in Dapoer Bunda Hanum will not be found in other MSME competitors.

2. Market Shape

Market form is a concept that can be analyzed from two main perspectives, namely from the producer or seller's point of view, and the consumer's point of view. When looking from the perspective of a producer or seller, markets can be divided into four main forms: In the economic realm, markets can be grouped into several main forms, namely perfect competition, monopolistic competition, oligopoly and monopoly. (Sugiyanto et al.,2020). The form of the Dapoer Bunda Hanum MSME Market is an imperfect competition market, because Dapoer Bunda Hanum determines the location in an industrial area area where the market form has only a few sellers. Apart from that, Sop can determine prices according to his target market and does not follow standards. competitors' prices.

3. Consumer Segment

According to the concept proposed by Philip Kotler in (Rofa et al., 2021), market segmentation is a strategy that involves efforts to separate the market into groups of buyers who have certain needs, characteristics or preferences for certain types of products. The main goal of market segmentation is to create a marketing mix that can be tailored to the needs of each segment, providing a more effective response to diverse market desires. MSME Dapoer Bunda Hanum determines its target consumer segment based on analysis of demographic and psychological segmentation, namely:

a. Demographic Segmentation:

- 1) Women and Men
- 2) All groups from lower to upper middle class.
- 3) Potential consumers ranging in age from teenagers to non-productive age

b. Psychological Segmentation:

- 1) Potential consumers who are culinary lovers
- 2) Price: The prices offered by MSME Dapoer Bunda Hanum are from 10,000 to 20,000 with different menu variations. The selling price determined is based on consideration of marketing target factors, consumers and competitors. This is an advantage of MSME Dapoer Bunda Hanum because by building a reputation as a brand that has relatively affordable prices, this product provides added value by providing high quality but still accessible to various groups of society.
- 3) Distribution: MSME Dapoer Bunda Hanum distributes its products directly at the location and can be accessed via online food.

Factors Affecting Demand for Bunda Hanum Dapoer

1. Supporting factors

a. Product and Service Quality Guarantee

In guaranteeing its quality, Dapoer Bunda Hanum always prioritizes the best service to its customers, so Dapoer Bunda Hanum MSME is committed to conducting regular training for its employees to maintain team solidarity and improve the quality of human resources according to company standards.

b. Competitive price

Price competition in MSME businesses to achieve a larger market share. In setting prices, the critical step is to follow the policies that have been set, but still pay attention to the prices set by competitors. This is important to ensure that the price determined does not exceed the competitive market, but still reflects the value provided to consumers. A balance needs to be maintained so that prices are not too expensive, thereby reducing market attractiveness, but also not too cheap, thereby reducing the value of the product or service. MSME Dapoer Bunda Hanum offers very affordable prices, in line with the superior quality of the products presented. With this wise pricing strategy, Dapoer Bunda Hanum is able to attract the attention of consumers who are looking for the best value combination. These pocket-friendly prices are not only the main attraction, but also the key to success in achieving impressive sales in a short period of time.

c. Promotion

In the marketing mix that determines success, promotion plays a crucial role. One of the main strategies that will be implemented is through advertising or advertising

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activities. Banners will be placed strategically

in front of kiosks and on display cabinets, creating attractive and informative visuals for potential consumers. This collaboration creates a mutually beneficial synergy, where companies and online motorcycle taxi services both experience a positive impact in meeting the mobility needs of modern society. By partnering with an online motorcycle taxi platform, this business gets the opportunity to take advantage of free promotional tools.

The existence of the business will be easily found by smartphone users through the dashboard of the online motorcycle taxi application which is widely used by the public. Through synergy with online motorcycle taxis, promotion of this business becomes wider and can reach a larger market. Using the online motorcycle taxi platform as a promotional medium also makes it easier to attract the attention of potential consumers, ensuring that the presence of this business can be found easily and quickly. With a well-planned promotional strategy, the business can build strong brand awareness and increase appeal in a competitive market. (Sari et al., 2021).

Promotion carried out by Dapoer Bunda Hanum with Putting up banners around the area, promotions are also carried out by giving discounts at the beginning of the opening so that customers get discounts and promotions are carried out using word of mouth so that the name of Dapoer Bunda Hanum is spread widely. In this way, every aspect of the marketing message becomes a targeted effort to inspire compelling purchasing decisions.

d. Sales Strategy

The sales strategy carried out by Dapoer Bunda Hanum is in collaboration with Gofood, Grabfood and Shopeefood to make it easier to place orders via online media. This marketing strategy is not only the first step to introduce products to consumers, but is also a very important foundation because it is closely related to the potential profits that will be obtained, that Dapoer Bunda Hanum chose to collaborate with the Gojek, Grab and Shopeefood application companies, which is a marketing strategy that This business can run efficiently. Just by using product photos and utilizing internet access for marketing purposes, this business model is able to operate without having to involve conventional steps such as physical presence in stores. Consumers can easily explore and evaluate product samples via the online platform, eliminating the need to visit the store in person as in normal buying and selling transactions.

2. Obstacle factor

a. Competitor

Competitive strategies must be pursued with full innovation to ensure optimal competitiveness. This includes carrying out careful market research, understanding industry dynamics, and always adapting to changes in consumer demand and tastes. One of the strategies carried out by Dapoer Bunda Hanum to innovate in order to face this competition is by carrying out product development, such as improving product quality, expanding product lines and positioning.

b. Consumer Nature

Consumer characteristics are a complex journey experienced by a customer in making a decision to make a purchase. One of the characteristics of consumers when making purchases at Dapoer Bunda Hanum is determining taste preferences according to consumer desires, therefore Dapoer Bunda Hanum provides a distinctive taste in its soup products that is different from other foods and creating consumer satisfaction is the main key in developing long-term relationships, which in turn, encourages them to make repeat purchases.

Conclusion

Based on the results of research that has been carried out regarding feasibility studies Dapoer Bunda Hanum MSME business, that this project has positive potential to develop. Factors such as stable market demand, strategy effective marketing, it can be concluded:

1. The technical and production aspects of Dapoer Bunda Hanum at Captain Muslim discuss governance starting from the production location, procurement of materials standard to how Dapoer Bunda Hanum at Captain Muslim manages production activities, including production flow, equipment used, production capacity, quality control, location and equipment layout.
2. From the results of research and observations carried out by the author on "UMKM Dapoer Bunda Hanum", there are a number of market and marketing aspects which is the focus of the analysis. This research includes in-depth understanding related to ongoing market trends, analyzed in market and aspects marketing.
3. The factors that influence demand for Dapoer Bunda Hanum di Captain Muslim consist of supporting factors and inhibiting factors where the supporting factors consist of:
 - a. Product and Service Quality Guarantee
 - b. Competitive Prices
 - c. Promotion

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d. Sales Strategy

Meanwhile, the inhibiting factors are as follows:

- 1) Competitors
- 2) Consumer Nature

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