

## Feasibility Study Analysis on Snack Business (Fried Chicken Dumplings)

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**Abstract.** *The purpose of this research is to determine the feasibility of business development that will be carried out by student businesses accountancy. The research method used involves analyzing various aspects of business feasibility studies, namely consumer needs aspects, market condition aspects, legal aspects, technical aspects, financial aspects, as well as economic and social aspects. The results of the analysis of each aspect show positive results, stating that the business development carried out by cemal-cemilin is worthy of implementation. The conclusion of this research is that there are business The cemal-cemilin (fried chicken dumplings) are good can compete in a way healthy. must own quality and taste of facet need desired customers good taste from chicken fried dumplings. So that consumers interested with our products sell.*

**Keywords:** *Bussines plan, Feasibility study, Business Analysis*

## INTRODUCTION

Along with the development of the times and the environment, then people today start be careful in choose and buy something, wrong One matter where people are very careful and thorough very in choose and buy is when man buy food. Age people used to buy food only guided by its delicious taste and cheapness, this especially for circles public intermediate to bottom. Two matter this is what happened priority main in buy their food No so think about pregnancy nutrients and nutrition contained in the their food buy,Will but lately This tendency public We in buy food is notice taste, good nutrition conceived in food that, new Then think about price. Therefore that's a lot become choice public For food light, where from in terms of taste of chicken fried dumplings from facet nutrition is also adequate need nutrition human, from facet price, skin dumplings reachable all circles society.of phenomenon on then it is very suitable and has potential when establish business sales chicken fried dumplings, where from in terms of taste, it meets the delicious taste, from facet nutrition chicken fried dumplings in accordance with what consumers

want Because contain protein. From facet price chicken fried dumplings spelled out easy to reach by everyone.

As for vision and mission that is

➤ Vision:

For the vision we cultivate dumplings that are consumed as food complement to noodles chicken nor other foods, become snack, full of protein with stuffing various flavors for all circles public.

➤ Mission:

- Become healthy and delicious snack with price affordable.
- Prioritize quality products and services so that consumer feel satisfied.
- Creative and innovative in form
- Add flavor variants of stuffing chicken fried dumplings
- Maintain the taste of chicken fried dumplings

**Problem formulation:** What is the level of business feasibility in the cemal-cemil business viewed from the Consumer/Customer Needs Aspect, Market Condition

Aspect, Legal Aspect, Technical Aspect, Financial Aspect and Economic and Social Aspect.

**Research Objective:** To determine and analyze the level of business feasibility in the cemal-cemil business viewed from the Consumer/Customer Needs Aspect, Market Condition Aspect, Legal Aspect, Technical Aspect, Financial Aspect and Economic and Social Aspect

## LITERATUR REVIEW

Bygrave, business plan is something document stating confidence will ability A business For sell goods or service with produce satisfying and attractive benefits for funders.

### Aspect Need Consumers / Customers:

Analysis need consumers / customers is one of the method for what the perpetrators need to do business For know behavior consumer especially his needs. where with do analysis need consumers, then can help perpetrator business in compile strategy business especially marketing strategy.

### Aspect market conditions:

Analysis aspect market conditions discussed about how much big demand, supply, etc price from something product

### Aspect law:

Analysis aspect reviewing law provision laws that must be fulfilled before operate business

### Aspect technical:

Analysis aspect technical covers aspect product or services to be sold as well as production and operation processes business.

### Aspect:

Analysis related financial aspects with determination amount of funds and lump sum allocation as well as look for related funding sources in a way efficient so that give profit maxima

### Aspect economic and social:

Aspect economic and social is something circumstances or position someone in the people in their environm.

## METHOD

Methods used in research This was done on Jl. Adi Sucipto No. 19a. Rembiga, Selaparang sub-district, city mataram. method regarding sales data.

## RESULT AND DISCUSSION

### Aspect need consumers / customers

**a. Taste and Quality**

Customers / consumers chicken fried dumplings want a savory and crunchy taste. Stuffing Delicious chicken and a delicious spice flavor too factor important in interesting customer. hygienic processing is also a thing consideration main for custome.

**b. Price**

Competitive price be one factor main in interesting customer. Customers / consumers will consider price chicken fried dumplings compared to with other sellers nearby. The right price with quality product will make customer feel satisfied and willing return buy.

**c. Portion**

Portion The chicken fried dumplings are plentiful and filling become Power pull for customer. Customers / consumers want to get commensurate value with their money take it out. Enough portion big will make customer feel satisfied and full.

**d. Ease of Access and Service**

Convenience good access and service will make customer feel comfortable and satisfied. Customers / consumers want to can buy chicken fried dumplings with easy, fine in a way directly on location sale nor through service message between. Friendly and prompt service from the seller will too increase satisfaction customer.

**e. Cleanliness and Hygiene**

Cleanliness and hygiene place sales and processing food become factor important for customer. Customers / consumers want to buy chicken fried dumplings from clean and well maintained place its hygiene. This matter will make they feel safe and comfortable moment enjoy food.

**f. Promotions and Offers Interesting**

Promotions and offers interesting can interesting interest customer new and improving sale. Customers / consumers Possible interested with discounts, bundling packages, or loyalty programs offered by sellers. The right promotion can increase brand awareness and encourage customer For return buy.

**g. Attractive Packaging**

Attractive and practical packaging can increase Power pull product. Customers / consumers want to buy chicken fried dumplings with neat and easy packaging brought. Attractive packaging can also be done become an effective promotional media For increase brand awareness.

**h. Compatibility with Needs and Lifestyle**

Customers / consumers chicken fried dumplings Possible own needs and style different life A number of customer Possible want to enjoy chicken fried dumplings as snacks, while others may want to make it as food main.

**Aspect market conditions****a. Market Analysis**

This fried chicken dumpling business has i the potential is huge because people's consumption levels are increasingly growing compared to normal conditions. Apart from that, competition in the Chicken Fried Dumplings business is very tight following the many business actors who are involved in the same business world.

From research that has been carried out on a business that has been doing business in the same field, apart from that, with the business that we have established, we are currently selling online and offline which can make it easier for consumers who like our Chicken Fried Dumplings, as well as the taste that has been reviewed. from consumers who on average like it.

**b. Competitive Analysis**

- SWOT Analysis

## 1) Strength

This business is able to fulfill business permits and the products are also delicious, produced from quality raw materials.

## 2) Weakness

This business is easy to imitate because people like foods that are already well-known, making it possible for new businesses to pursue the same business as Chicken Fried Dumplings.

## 3) Opportunities

The opportunity for this business is that it can compete with other snack businesses, it can also expand its marketing area by increasing promotions on social media to reach the market.

## 4) Threat (treat)

The threat to this business is that the number of competitors continues to increase, seen from society following the growth of times like this.

## c. Target Market

The target market for this Chicken Fried Dumplings business is all levels of society, especially students and working adults.

## d. Marketing strategy.

## 1) Products

The food we produce is Chicken Fried Dumplings which is very suitable for this millennial era, so it will never go out of style. We use dough ingredients that are low in calories and high in protein.

## 2) Price

Per mica can be reached with price Rp. 5,000 consisting of 3 pieces chicken fried dumplings

## 3) Place

Determining the business location is on the side of the road located on Jl. Adi Sucipto No. 16a, Rembiga, Kec. Selaparang, Mataram City, Nusa Tenggara Bar. 83124 so that you can save costs (rental space) and make it easy to obtain raw materials. This business location is very strategic and easy to reach.

## 4) Promotion

Per mica can be reached at a price of IDR 5,000 which consists of 3 chicken fried dumplings. This chicken fried dumpling business will be promoted through social media such as Instagram and WhatsApp as well as making attractive pamphlets so that consumers are interested in our products.

**Aspect law**

## 1. Analysis Suitability Business with the Law

Aspect law is important thing For considered in A project including project business. One of objective from analysis aspect law is For know legality something business. Legality This realized from How accuracy of the appropriate legal entity with a business idea. With exists legality This can also be used guarantees For do loan If business financed with loan.

Form activity the business in Fried Chicken Dumplings is business individual, location neither does his business so big, shape business individual is a proper legal entity If seen from ability management business and activities. These Chicken Fried Dumplings led by 8 people, as well as all its management like marketing, production, etc finances, everything is handled by these 8 people. These Chicken Fried Dumplings Not yet own permission complete business. Only

exist permission location in a way verbal. Form business individual This can said No worthy in a way law.

2. Analysis Ability Fulfil Licensing  
In business Individual No there is regulation legislation, only own licensing For permission location, in fact oral owner place.
3. Support government and local communities  
Support government, with exists business chicken fried dumplings This government Lots give support towards MSME entrepreneurs in particular related about licensing business in the field culinary

**Aspect technical**

1. Analysis location business  
Aspect technical is something related aspects with the development process physique business in a way technical and operational, discussion in technical aspect covers determination location project, earnings material standard production, as well election machine and type the technology used For support the production process.  
In business This location business is on the edge The road is located on Jl. Adi Sucipto No. 16a, Rembiga, Kec. Selaparang, Mataram City is very strategic Because is at the center crowd.
2. Analysis Readiness Technology  
Technology used in activity production that is technology still Enough simple for example equipment kitchen in general, such as wok, however with thereby technology the capable For produce a lot of output.

Financial aspect

1. Source funding  
The funds we get that is from own funds / own capital amounting to Rp. 182,000 of this fund obtained from the contribution of each member (8 people) is IDR. 25,000 per person.
2. Analysis Need Investment

Equipment:

Table 2.1: Equipment

NO	Information	Cost
	FIXED ASSETS	
1	Mug	
2	spoon	
3	mica	
4	pan	

5	stove	
6	wok	
7	Spatulant wok	
8	Cooper	
9	Tray	
10	plate	
	Amount	

Raw Material Costs

Table 2.2: Costs material standard

NO	Material	Amount
1	meat 1/2 kg	Rp. 20,000
2	Dumpling skin 1 pack	Rp. 11,000
3	Carrots and leaves onion	Rp. 5,000
4	Sauce 1 sacset together	Rp. 5,000
5	2 eggs	Rp. 5,000
	Total	Rp. 46,000

Variable Fees:

Cost material standard = Rp. 46,000/ day x 1 = Rp. 46,000

Cost transportation (delivery) = Rp. 0

Amount = Rp. 46,000 Quantity = 14 mica

COGS= Total cost/ Quantity = 46,000/14 = 3,285 COGS= Rp.3. 285, while it is sold for Rp. 5,000/ mica

SALE:

Sales / day: Rp. 5,000 x 14: Rp. 70,000

PROFIT EARNED:

Profit / mica: Rp. 5,000 – 3,285 = Rp. 1,715

1. Economic and Social spec:

a. Impact Positive Economy

- 1) Add income and sales chicken fried dumplings front campus can increase income entrepreneurship, so increase ability and awareness life social.
- 2) have pride Alone If business chicken fried dumplings this is what we do become successful, and liked by many people.
- 3) effort the sales we do while studying Alone from house, then we sell it up front campus, without must rent appropriate with cost other.
- 4) Inside the work we do No There is happen quarrel during sales that we carry out.
- 5) Become an opportunity business

2. Impact Positive Social

a. Accepted by society

- b. As students who have business small while college, we can produce income Alone
- c. When business dumplings the fried chicken we sell Can success naturally Can open field worker new for friends in need.
- d. We can too know related things with business small we and can more develop it.
- e. we should too more Study knowledge about marketing, management business dumplings the fried chicken that we run.
- f. Improve creativity and innovation to business dumplings fried chicken that we run Good That micro nor macro.

## **CONCLUSION**

From method discussion above can be concluded that have business cemal-cemilin (fried chicken dumplings) are good and can be compete. must own quality and taste of facet need customers who want good taste from chicken fried dumplings, so that consumers interested with our products sell.

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