

## **FEASIBILITY STUDY OF BANANA NUGGET BUSINESS IN MATARAM CITY ENTREPRENEURIAL STRATEGY FOR CEMILAN ULALA**

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**Abstract:** Bananas as the raw material contain energy (carbohydrates), but they are used as modern ingredients, especially banana nuggets. Banana nuggets are a famous snack from Makassar, a snack made from bananas mixed with wheat flour and sugar. Banana nuggets can be eaten in any bunch, they taste great when they are still warm and the price is affordable. The purpose of this research is to determine the trading possibilities, trading techniques for Banana nuggets to create an ulala snack business. This trade is a handicraft trade which can then be promoted via social media (Instagram, Facebook, WhatsApp, etc.) and will be exhibited directly in the Mataram area, especially among the younger generation, especially students. This research is based on calculating the achievement of the banana nugget trade.

**Keywords:** Feasibility study, banana nuggets, entrepreneurial strategy.

### **1. Introduction**

Feasibility study of banana nugget business, a contemporary food in the Mataram area. The aim of choosing this research is to make Ulala Snacks a large company, and open Banana Nugget branches in several areas. The formulation of this business problem is how to face many competitors who sell the same product. The solution to this problem

is to add innovative products to the business and offer attractive promotions to win back customers from these competitors.

A business feasibility study is an in-depth study of a business or business entity that will be operated to determine whether the business is suitable to be operated or not (Kasmir and Jakfar, 2012).

According to Husein Umar (2007), these aspects are included in the feasibility study.

Business is a market aspect which is the most important aspect and the first thing that must be achieved in the process of starting a business.

Ulala Snacks Company Vision and Mission

**\* Vision**

- Producing and selling healthy, halal, delicious, high quality food that is different from other foods.
- Customer satisfaction is our main priority.

**\* Missions**

- Food that is different from other foods.
- Made from quality, fresh and halal ingredients.
- Building good relationships between producers and consumers.
- Serve with good morals.
- Prioritize quality in all fields.
- Develop innovations in both products and services professionally.
- Develop producer skills and knowledge to achieve maximum operational efficiency.

This research was conducted to find answers to the questions:

(a) Analyze the feasibility of distributing banana chips food products from several aspects such as: and what is the company's strategy?

The purpose of this research is to determine the business and strategic feasibility of the banana nagget business in terms of business feasibility aspects.

## **2. Literature review**

According to Sutrisno (1982:75), a business feasibility study is research or evaluation to determine whether a proposed project/business idea, if implemented, can operate and develop development targets or not. According to Nitisetmito and Burhan (1995), business feasibility research is a method of evaluating a business idea to determine whether the business idea is feasible or not. According to Husein Umar (1997), a

commercial feasibility study is a study that aims to determine whether a large process is feasible, generally related to an investment project that is being implemented.

From the understanding of the experts above, it can be concluded that a business feasibility study is a job that involves many different aspects, including legal, socio-economic, market and marketing aspects, engineering and technology, as well as management and financial aspects. All of this becomes the basis for a feasibility study and the results are used to decide whether a project or work can be implemented, postponed, or even not implemented at all.

**Consumer Needs Aspect:** Consumer satisfaction is the degree of feeling expressed by a person as a result of a comparison between the performance of the product/service received and what was expected. In the banana nugget business, customers want banana nuggets to have a sweet, savory and delicious taste. Apart from the economical price, the packaging is quite attractive to consumers.

**Market Aspect:** Market Perspective is an effort to determine the size of market demand that will be received from the community and create a profitable position for the business to be managed. The increasing trend of public consumption towards snack products and innovative food products has increased public interest in banana nuggets, one of the interesting variations of processed products made from bananas on the market. Abundant banana raw materials and sophisticated processing technology have increased product efficiency and quality, thereby creating opportunities to increase the competitiveness of nagget banana products in an increasingly competitive market.

**Technical Aspects:** Technical aspects are aspects related to the technical development of a business and its operations after the business is completed. This aspect is important in a business feasibility study to ensure that the business is technically feasible and can run smoothly. The technical aspect in the banana nugget industry is the processing of the raw materials. The bananas used must be of good quality and processed well to produce delicious and nutritious nuggets. The bananas used in the Cemilan Ulala activity are plantains.

**Legal Aspect:** The legal aspect in a business feasibility study is the part that examines the legality or compliance of a business with applicable legal regulations. The aim is to ensure that business activities are managed without violating the law and

have a strong legal basis. This business law helps ensure that the banana nugget trade runs in accordance with applicable rules and regulations. Apart from that, banana nuggets are a food consumed that must meet health standards set by health authorities. This health law ensures that banana nugget products do not contain toxic ingredients and meet food safety standards.

**Economic and Social Aspects:** The economic aspect of a business feasibility study examines the feasibility of a business from the perspective of financial returns. This aspect focuses on whether the company can generate enough profits to cover its costs and deliver attractive returns to investors. The economic aspect of the Ulala Snacks business is that with competitive banana prices, the banana pellet business can offer competitive prices with similar products, making it more attractive to customers. Customers are looking for delicious and cheap snack options. Meanwhile, the social aspect of a business feasibility study examines the social impact of the business on the environment and surrounding communities. This analysis aims to ensure that the company operates ethically, responsibly and benefits society. The social aspect of Cemilan Ulala. operations adapts to food trends. The banana nuggets industry can adapt to popular food trends, such as healthy and natural foods, to increase brand awareness and increase sales.

### **SWOT Analysis**

#### **a. Strengths (Strength)**

- Sells products to all audiences (children, teenagers and the elderly) - Has a unique flavor of Banana nuggets that has never been seen before because the filling is very rich and diverse
- Good for health, from the content contained in the banana itself.
- Suitable for friends to relax or do homework

#### **b. Weakness**

- It's easy to do it yourself so people choose to do it themselves
- The method is also very easy to imitate

#### **c. Opportunity (opportunity/opportunity)**

- Easy to market, because many people are interested in healthy fruit foods
- Tools and ingredients are easy to find so there is no difficulty in doing it preparation This banana nuggets snack
- The capital required is not large so it can be produced continuously - Reasonable

price

#### **d. Threats (Obstacles)**

- If there are competitors that produce the same products as us
- Competitors add difficult topping variations
- Implement a more competitive marketing strategy

### **3. Innovative Methodology**

This study is a descriptive analytical study conducted by processing the company's sales data. Table 1 Optimization criteria for commercial feasibility studies.

### **4. Results and discussion**

After analyzing the data and processing the sales data of the banana nuggets company based on the criteria of optimizing commercial feasibility studies and financial aspects, revenue The result is as follows:

Determination of the capital price of raw materials:

Perhitungan Modal	
Modal	Rp 306.000,00
Penambahan	-
Total	Rp 306.000,00

Determination of raw materials costs

Biaya bahan baku	
Nugget Pisang	Rp 230.000,00
Total	Rp 230.000,00

Selling Price

Harga Jual Per Unit	
Pisang Nagget + Varian rasa + Topping	Rp15.000,00
Pisang Nagget + varian rasa	Rp12.000,00

#### Determination of selling price

Analisis harga jual				
Produk	Bahan Baku	QT	HPP	Harga Jual
Nugget Pisang (Topping)	Rp 230.000	8	Rp 10.194,44	Rp 15.000,00
Nugget Pisang	Rp 230.000	7	Rp 10.194,44	Rp 12.000,00

#### Sales Analysis for 7 days

Produk	Penjualan 10 hari
58 kotak @15.000	Rp870.000,00
32 kotak @ 12.000	Rp384.000,00
<b>TOTAL</b>	<b>Rp1.254.000,00</b>

### 5. Conclusion

From the results of the analysis, all aspects of the commercial feasibility study were gathered. As a result, the commercial development carried out by Cnacks Ulala can be achieved with a sales target of 90 boxes in 10 days. One way to grow your business is to do good advertising activities to.

### 6. Tables and Figures

**Table 1. Business Feasibility Study Optimization Criteria**

Bussines Feasibility Study Aspects	Criteria
Needs Aspect	-Raw materials -Production process -Technology
Aspect of Market Conditions	-Market demand -Competition -Marketing strategy

Legal Aspects	<ul style="list-style-type: none"> <li>-Market demand</li> <li>-Competition</li> <li>-Marketing strategy</li> </ul>
Tehnical Aspects	<ul style="list-style-type: none"> <li>-Business location analysis</li> <li>- Production area analysis</li> <li>- Technology readiness analysis</li> </ul>
Financial Aspect	<ul style="list-style-type: none"> <li>- Determination of capital</li> <li>- Determination of raw material costs</li> <li>- Determination of selling price</li> <li>- Sales analysis for 10 days</li> </ul>
Economic and Sosial Aspect	

**Table 2. Results of Business Feasibility Study Optimization Criteria**

Business Feasibility Study Aspects	Criteria
Aspects of customer needs	Analysis carried out on marketing aspects cemilan ulala adapts to consumer needs

Aspect of Market Conditions	<p>analysis carried out on aspects of market conditions for snack and creative banana nugget products with attractive banana preparations and using quality ingredients</p> <p>marketing aspect</p> <p>a) Products The products we offer have a variety of flavors and toppings Flavor:</p> <ul style="list-style-type: none"> <li>- Tiiramisu</li> <li>- Chocolate</li> <li>- Match</li> </ul> <p>a Toppings:</p> <ul style="list-style-type: none"> <li>- Oreos</li> <li>- Cheese</li> <li>- Cocochip</li> </ul> <p>b) Price The prices we offer are various prices, the prices we set Without topping : Rp 12.000 + toppings : Rp 15.000</p> <p>c) Place The location we took was in front of the University Bumigora and Udayana because of its strategic location</p> <p>d) Promotion The promotion we implement is word of mouth and using social media (Instagram, Facebook, WhatsApp)</p>
Legal Aspects	<p>All legal provisions must be implemented by cemilan ulala has been carried out, all requirements and company files are complete. So business development is done worth doing.</p>
Tehnical Aspects	<p>The analysis carried out on this aspect produces a explanation of how strategic the business location is located at Bumigora University'</p>
Economic and Sosial Aspect	<p>Economy: Competitive prices, production capacity, product diversification and technology investment</p> <p>Social: Involvement in social and environmental activities, brand awareness, consistent product quality and adapting to food trends</p>



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