

ABSTRACT

The food or culinary business is a business that is in great demand by the public. Apart from being able to generate high income, the culinary business is also one of the most promising types of businesses to run because food itself is a basic human need. Based on data from the Ministry of Industry for 2021, the food and beverage industry in Indonesia is the largest contributor to the non-oil and gas processing sector of 38.42% in the second quarter and contributes to national GDP of 6.66% (Ministry of Industry, 2021). According to data from BPS South Sulawesi regarding food commodities consumed, per capita consumption patterns for fresh fish and shrimp, purebred/free-range chicken meat, tofu and tempeh have increased.

Seeing the large number of markets, ready-made processed food can be a practical and delicious food business choice. One of the ready-made processed foods that is popular and suitable for business is dimsum food. Dimsum is a type of Chinese food consisting of various kinds of small dishes such as dumplings, dumplings, buns, and others. Bakul Dimsum is a Micro, Small and Medium Enterprises (MSMEs) engaged in the culinary business that offers drinks and processed meat foods in the form of dimsum and has been established since 2021. Currently, Bakul Dimsum plans to move to new outlets due to the increasing number of markets. increased but on the other hand there was a decrease in the number of sales. This feasibility analysis research aims to determine the potential market, available market, target market, and description of business feasibility for the next five years. To find out the market aspect, questionnaires were distributed, and the percentage of the potential market was 93%, the available market was 74%, and the target market for Bakul Dimsum businesses was targeting 3.4% of the available market. For technical and financial aspects, secondary data is used which is obtained from various sources. Feasibility calculations are projected for the next five years. The feasibility calculation results use a MARR value of 14.23%, an NPV (Net Present Value) value of IDR 66.870.304, an IRR (Internal Rate of Return) value of 56,11%, and a PBP (Payback Period) of 2.17 year. Because the $NPV > 0$ and the $IRR > MARR$ value, the opening of Bakul Dimsum outlets is declared feasible. Therefore, because the business is said to be feasible, a sensitivity analysis is carried out to determine the impact on the business when unplanned changes occur. In this study, sensitivity analysis was used in three circumstances, namely an increase in the price of raw materials with an acceptable increase of up to 10%, an increase in employee salaries with an acceptable increase of up to 21%, and a decrease in demand with an acceptable decrease of up to 5%. For risk analysis, the risk measurement obtained a total percentage of 5.20%.

Keywords: Bakul Dimsum, feasibility analysis, NPV (Net Present Value), IRR (Internal Rate of Return), PBP (Payback Period)