

BUSINESS FEASIBILITY ANALYSIS OF HAVIERA FOODIES AS MSMEs IN MALANG

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Abstract: Small and Medium Enterprises (MSMEs) are an important element in the economy and are one of the priorities in the national development agenda. The proportion of IMK in the food sector reached 36% of all national IMK, which totaled 4.21 million business units. Foods that are very popular until now are foods that have a sweet taste and various shapes. The purpose of this study is to analyze the feasibility of establishing the "Haviera Foodies" culinary industry. The research method used is descriptive research method. The data collection process was carried out by means of observation, literature study, and interviews with business actors. Aspects observed are environmental aspects, marketing aspects, legal aspects, engineering and technology aspects, HRM aspects, and financial aspects. The results of the study show that Haviera Foodies' financial analysis in calculating the *Payback Period (PP)* gets a value of 0.422 years or Haviera Foodies will get back the funds invested within 5 months and 4 days..

Keywords: *SMEs, Haviera Foodies, Aspects, Food.*

ANALISIS KELAYAKAN BISNIS HAVIERA FOODIES SEBAGAI UMKM DI MALANG

Abstrak: Usaha Kecil dan Menengah (UMKM) merupakan bagian penting dari perekonomian dan memegang peranan penting dalam agenda pembangunan nasional. Proporsi IMK bidang pangan mencapai 36% dari seluruh IMK nasional yang berjumlah 4,21 juta unit usaha. Makanan yang sangat digemari hingga saat ini adalah makanan yang memiliki rasa manis dan bentuk yang beragam. Tujuan dari penelitian ini adalah untuk menganalisis kelayakan pendirian industri kuliner "Haviera Foodies". Metode penelitian yang digunakan adalah metode penelitian deskriptif. Proses pengumpulan data dilakukan melalui observasi, kajian literatur, dan wawancara dengan pelaku usaha. Aspek yang diamati adalah aspek lingkungan, aspek pemasaran, aspek hukum, aspek teknik dan teknologi, aspek SDM, dan aspek keuangan. Hasil penelitian menunjukkan bahwa analisis keuangan Haviera Foodies dalam menghitung *Payback Period (PP)* mendapatkan nilai 0,422 tahun atau Haviera Foodies akan mendapatkan kembali dana yang diinvestasikan dalam waktu 5 bulan 4 hari.

Kata kunci: *UMKM, Haviera Foodies, Aspek, Pangan.*

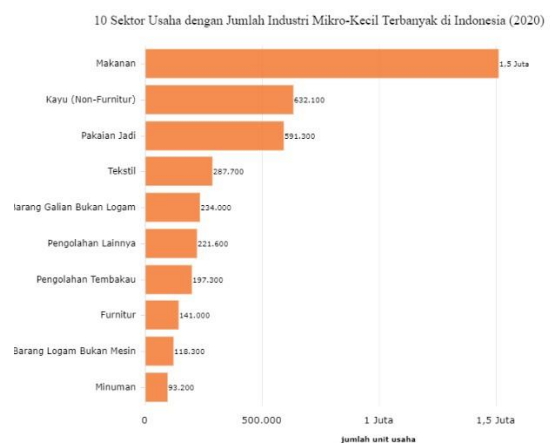
INTRODUCTION

The food and beverage industry is expected to become one of the main industries supporting production and national economic growth. According to the Ministry of Industry, the contribution of the food and beverage industry to the GDP of the non-oil and gas industry reached 34.95% in the third quarter of 2017. This performance made this industry the largest contributor to GDP compared to other sub-sectors. Furthermore, judging from the development of investment realization, the food and beverage industry sector for domestic investment (PMDN) in the third quarter of 2017 reached IDR 27.92 trillion, an increase of 16.3 percent compared to the same period in 2016. Meanwhile, for foreign investment (PMA) of USD 1.46 billion (Ministry of Industry, 2017). Based on these data, it is known that people's consumption of food is very high. Therefore, many people make the food sector a business opportunity.

At this time, many business opportunities around us. One of them is the food industry. The food industry is currently becoming one of the happenings. So that many companies in the food sector have sprung up, the majority of which are managed by the younger generation. Apart from fulfilling basic needs, many young entrepreneurs are trying to innovate on their food and beverage menus. The innovation

can be in the form of fast food with various kinds of ingredients in it, packaging, and services. Foods that are very popular until now are foods that have a sweet taste and various shapes (Kevins, 2021).

Small and Medium Enterprises (MSMEs) are an important part of the economy and play an important role in the national development agenda. The purpose of the existence of MSMEs is to have the ability to absorb labor to reduce unemployment, increase the degree of society, apply science and technology and be able to contribute to national income. (Handayani, 2016). The majority of Indonesian micro-enterprises (IMK) are engaged in the food sector. According to data from the Central Bureau of Statistics (BPS), the number of IMK in the food sector will reach 1.51 million business units in 2020. The share of IMK in the food sector will reach 36% of the total national IMK, which totals 4.21 million business units.



source: databoks.katadata.co.id (2022)

Based on this background, researchers are interested in analyzing the business feasibility of small and medium enterprises in the food sector, namely Havieria Foodies. Havieria Foodies is an MSME assisted by the city government of Malang, which won the MSME Culinary Champion with the best taste at the Malang Space Exhibition in 2021. It was founded in 2017 and entered the kraft business in 2019. This industry is trying to expand by adding other food businesses such as bread and spaghetti.

The increasing number of similar MSMEs, makes competition between entrepreneurs to increase. There needs to be an evaluation and determination of whether or not a business is viable. Whether or not a business is feasible, a business feasibility study is needed. In conducting research, it is necessary to evaluate aspects that support eligibility, such as environmental aspects, legal aspects, marketing aspects, financial aspects, human resource aspects, and technological aspects. Business plan review not only analyzes whether a business is feasible to build, but also analyzes regular operations to achieve maximum profit in an unspecified period of time (UMAR, 2003). Therefore, researchers conducted a study entitled "Business Feasibility Analysis of Havieria Foodies as Msmes in Malang".

METHODS

Sampe of Research

This research was conducted at Havieria Foodies. Observation time 17 September 2022. The population in this study is the 1st winner of MSMEs with the best tasting food in Malang (Malang space). Data collection was carried out through observation, interviews, and literature studies.

Research Design

The research uses business feasibility study analysis, which will be analyzed are environmental aspects, legal aspects, marketing aspects, financial aspects, human resource aspects and technology aspects. Havieria Foodies' target market is all people in the Malang area in general and young people in Malang in particular. In addition, people who have an interest in sweet foods and put forward aesthetics.

Analysis on environmental aspects includes industrial competition studies and external environmental studies. The study of industrial competition includes who are the potential business competitors, the advantages and disadvantages of competitors, who are the business suppliers, the advantages and disadvantages of suppliers, the bargaining power of suppliers, the estimation of buyer needs, the bargaining power of buyers, what are the substitutes, the advantages and disadvantages of substitutes, and barriers to

entry from business. In the study of the external environment includes politics, economics, social culture, technology, and ecology.

Analysis on the legal aspect includes whether the business idea is against the law, local community approval, business entity, permits owned by the business, permits that are not yet owned by the business, loans owned by the business owner, and statutory provisions that support or prohibit the business being run.

The marketing aspect is divided into two, namely STP analysis and marketing mix. STP analysis includes client business segmentation based on geography, demographics and psychographics, suitability of client business segmentation, segmentation passed by clients, who are the target clients, and how to position the business in the eyes of customers. While the marketing mix includes product cycle phases, biggest competitors, product differentiation, product price ranges, prices accessible to consumers, average competitor product prices, product distribution channels, client target areas, and forms of promotion carried out.

Analysis on the financial aspect is used to evaluate the overall finances of the business. Can be analyzed from the cost of expenses by businesses such as capital, legal, technology, and HR costs.

Analysis of HRM aspects includes how companies empower employees, because every business needs human resources (HR) that can have a positive impact on business.

Analysis on technological aspects covers how to technically conduct business operations. Assessment of this aspect is important because it is related to technique/operations. There are several important things that need to be considered in determining the location, the technology used, and the production system.

RESULTS AND DISCUSSION

Environmental aspects

A. Internal Environmental Studies

1. Business competitor

In terms of business competitors, Havieria Foodies is lacking in their preparation to face their competitors, the Dessert business has quite low capital so many people open similar businesses, the biggest competitors in this business are Nakoa, Dessert box by fitta, Yippie Dessert Bowl, Caramelle dessert box, Moota Dessert Box, and Kampong Roti. Each of these business competitors has its own strengths and weaknesses, such as having a strategic location in a busy area and having quite positive reviews, while the drawbacks are

the lack of promotions and the absence of price variations that make Havieria Foodies superior to competitors. - its competitors.

2. Business Supplier

Suppliers to the Havieria Foodies business have quite complete and high-quality raw materials at friendly prices. Havieria Foodies uses 2 suppliers, namely the Dewa-Dewi shop and the Diva shop, so that the availability of raw materials is even more guaranteed. The difference between the two stores themselves is in the type of shop, Diva shop has complete and quality products because it is a bakery for umkm, therefore this shop also sells its products at low prices, while Dewa-Dewi shop is more like a fairly large grocery store. Therefore, the availability of goods is still inferior to Diva's shop in terms of availability of materials and prices of goods. Even so, the Dewa Dewi shop also sells raw materials for making spaghetti, which of course is really needed by Havieria Foodies.

3. Consumer

Consumers from Havieria Foodies are mostly young people who are quite active on social media in the Malang City area, their economic

class is usually lower to upper middle class because the prices of Buddhist arvira are quite varied so that any economic class group can enjoy it, not only it is due to the ease of technology, Havieria Foodies is able to reach all areas of Malang City.

4. Substitute Goods

Substitute goods for dessert are pudding and cake. Pudding and cake have great potential to replace the dessert business, and there are even shops selling pudding with the Dessert logo. The following are substitute goods shops: Puyo Dessert and Dapur Chocolate.

5. Barriers to entry from business

Havieria Foodies is a business with quite minimal capital so they are very easy to imitate. What concerns us is that Havieria Foodies is located in a residential area which is not classified as a busy area or shopping area. So with this, many new competitors will emerge and be able to surpass Havieria Foodies if they open it in a crowded area.

B. External environmental studies

1. Political

Harveira Foodies has not played a big role in politics, they only use political figures as event partners to promote their products at festivals

which he himself is an official figure such as the visit of the Deputy Mayor of Malang Ir. H. Sofyan Edi Jarwoko and the Head of the Malang City Diskopindag Service Mr. Dr. Eko Sri Yuliadi Ssos MM at the UKM Vaganza Samantha Krida UB event.

2. Economy

According to BPS/BI, the development of inflation that occurred increased by 4.69% in August 2022, this meant an increase in commodity prices that occurred and weakened the rupiah, this resulted in an increase in the number of unemployed in the area around the Havieria Foodies Industry, according to BPS data the number of unemployed increased by 9.65%, of course this also had an impact on the business environment and bank interest, still according to BPS, BI raised the BI 7-Day Reverse Repo Rate (BI7DRR) by 50 bps to 4.25%, the Deposit Facility interest rate by 50 bps to 3.50%, and the Lending Facility interest rate of 50 bps to 5.00%. When the inflation rate increases, to control it, the central bank raises the interest rate so that the inflation rate falls. As interest rates rise, loans become expensive due to increased fees.

This condition will reduce public demand for loans, thereby reducing the number of loans. Even so, it doesn't matter whether interest rates rise or fall, Havieria Foodies still tries to make loans to a minimum because of fears of usury.

3. Socio-cultural

According to the data we got, the majority of the population there are mostly Muslim and some are non-Muslim, with the majority being Javanese. The condition of the infrastructure there can be said to be quite good, there are housing complexes, with quite a lot of undamaged roads. Crime conditions there are also quite rare, this is because there is an entrance gate that will be locked when certain hours pass, although it has a weakness, namely there is rarely any relationship between neighbors because they have quite high individualism. Residents there can also be considered quite educated with an average recent education of high school - bachelor's degree, therefore when foreign cultures enter, they are quite selective. Even so not all are like this,

4. Technology

In terms of technology, Havieria has 2 technologies with different

objectives, namely technology for promotion and production. For promotional technology, Havierra is very far ahead, promotion does not only use social media and online stalls, but also uses celebrity endorsements which are quite popular in Malang, namely dika_bj. . Following are the types of social media and online stalls used by Havierra Foodies: Grab, GO-FOOD, Tokopedia, Shopee, Shopeefood, Instagram, WhatsApp business, Tik-Tok. Then for the next technology, namely the production machine, namely the oven, on this production machine it is still not quite good but it is still suitable for use even so the production process will have difficulty ordering large quantities.

5. Ecology

Havierra Foodies has proven capable of minimizing business impact on the environment, Harvierra Foodies uses reusable boxes so they don't need to be thrown away, consumers can recycle plastic waste into wall hangings and waste that no longer needs to be disposed of safely. Utilization of flour containers such as sacks can also be used for plant fertilizer containers for the Industry. based on our observations, the air

and water conditions around the Harvierra environment are fairly good, due to minimal environmental pollution. for water hygiene also use PDAM water sources and to make Harvieera products use Original AQUA, so that the cleanliness is suitable for use in the manufacture of Harvierra foodies processing.

Legal Aspect

Good business must be analyzed from a legal point of view. From a legal point of view, it does not contradict current rules and standards. Havierra Foodies participates in MSME training guidance from the government for free. In the Havierra Foodies business there are no problems, especially problems in terms of product to distribution. The permits that this business entity already has are official permits from the government, namely BPJPH (Halal Product Assurance Organizing Agency) and NIB (Company Identification Number). Havierra Foodies' business feasibility in the community is well received, this business runs without disturbing the comfort of the community, especially in the ecological environment. The business runs without causing significant pollution.



Assessment Aspects	Evaluation				
	1	2	3	4	5
Business suitability with applicable law				V	
Ability to meet the requirements of a business entity				V	
Compatibility of business entities with current business conditions			V		
Complete licensing in accordance with the business sector involved				V	

The Havierra Foodies business has compliance with applicable laws starting from the production aspect to the product distribution process. Has been certified halal, the owner always takes care of the halalness of all the ingredients of his

products carefully. Havierra Foodies has met the requirements to establish a business entity by already having an NIB. The requirements that must be met in order to register an NIB are a KTP, NIK in charge of business, proof of registration for Jamsostek or BPJS Kesehatan membership, business license according to business sector, and notification of eligibility to obtain fiscal facilities. The Havierra Foodies business entity is suitable, with MSMEs fostered by the Government finally having NIB. Havierra Foodies licensing documents, namely NIB, halal certificate, and BPOM. It's just that the product has not been registered with SNI.

Marketing Aspect

A. STP analysis (Segmentation, Targeting, Positioning)

1. Geographic Segmentation

In the geographical segmentation, Harvierra Foodies has a target market for the wider community, especially in the Malang city community, which can be served online and prioritizes reaching customer loyalty.

2. Demographic Segmentation

The target market for this demographic segmentation is very broad, from ages 18 - 45 years and all genders.

3. Psychographic Segmentation

According to market segmentation according to psychographics, targeting people with social classes ranging from the lower middle class to the upper class. has a lifestyle that emphasizes aesthetics and an interest in sweet and delicious food.

From the three segments described, the target desired by the harvieera foodies business owner is quite appropriate. because the main target is young people in poor areas, this is evidenced by the attractive packaging and promotional media.

Harvieera foodies business owners miss the potential that exists in their own area, business owners focus more on online business than offline, even though the area around the residential area can also become potential if it is improved.

Target Clients and business position in the eyes of customers. Haviera targets young people in poor areas with the following considerations:

- 1) Market size: owner targets Malang city
- 2) Profitability: based on interviews, its profitability has a large enough potential to exceed its capital
- 3) Accessibility: the owner uses many online sales applications starting from Shopee, shoppefood, grab, etc. so that he can reach Malang.

Haviera positions its products as hygienic products and appears with full aesthetic value in it, both from the packaging and the contents of the desert, they are very attached to these values.

B. Marketing Mix Analysis

1. Product Cycle

In the introductory phase, Harvierra uses the Haviera strategy using a massive promotion strategy, starting from endorsing celebrities/influencers, promoting social media, creating content, to participating in festivals and harvierra foodies becoming the best culinary delights in Malang.

2. Harvierra foodies biggest competitor
The biggest competitor for harvieera foodies is Nakoia because Nakoia is quite famous for grabs

3. Product Difference

For product differentiation, Harvierra is packaged in unique and neatly arranged packaging, all packaging and product arrangement have aesthetic value. Using selected ingredients that are guaranteed to be halal

4. Price range

The price range for Haviera foodies products starts from Rp. 22,000 - Rp. 35,000 / Box, Rp. 104,000 - Rp. 174,000 / Hampers. prices that can be reached by consumers ranging from

middle to lower class, namely Rp. 20,000 - Rp. 30,000. for the average price of competitors at the level of Rp. 30,000

5. Distribution channel

The distribution channels used by Harvierra Foodies are semi-direct distribution channels and distribution channels that are more effective and have great potential to reach more consumers through digital media such as Shopee Foof, Grabb, etc. The targeted distribution channel areas are currently still in Malang and its surroundings.

6. Promotion media

The media used for promotion are still online-based, such as social media advertisements, discount promos, endorsements, sponsor sheets (hijab ambassadors, unisma), google ads, social media content (tick tok). Based on the results of our observations from business owners regarding promotions using endorsements that have a sizable effect on purchases.

Financial aspect

Financial analysis is an aspect that is used forevaluate the overall finances of the business(Kasmir and Jakfar, 2012). The financial aspect is basically just the result of the technical and market aspects, and because of these two aspects, the financial

aspect only describes it in the expected cash flow received (Jumingan, 2011). The criteria that can be used to determine the continuity of a business or investment include the payback period. The payback period (PP) is the time it takes to return the cost of an investment using cash flow, in other words the payback period is the comparison between the initial cash investment and cash inflows, the result is a unit of time (Umar, 2009). In the Haviera Foodies business, the time needed to return the investment is 0.422. This shows that the Haviera Foodies business with projected sales of IDR 18,000,000 every year within a two-year investment period is able to return its investment value in the first year of the fifth month and fourth day, so that the Haviera Foodies business is declared feasible to run.

The financial aspects of Haviera Foodies that we analyze are related to the costs incurred by the business, namely the costs of capital, legal, technology, marketing, HR, technical and technology. In terms of capital itself, the source of capital used to run a business comes from the owner's own capital. The owner, who had worked as HRD at a company, decided to open a business with his own capital. The owner has the opinion that debt is a form of usury so he avoids making loans, either to banks or other lenders. The capital used for the Haviera Foodies business itself is also

not very large because initially it only started a dessert box business, only after the dessert box developed, the owner started adding other snack menus.

In the legal aspect, this is divided into 2, namely licensing fees and tax costs that must be borne by the business owner. Havieria Foodies, which is an UMKM assisted by the DINAS, has the advantage that in terms of licensing, all are borne by the DINAS, so the costs are free. Meanwhile, the tax costs themselves are around IDR 1,000,000.00 per year. The technology aspect is divided into 2, namely R&D costs and IT maintenance costs. The R&D costs themselves are around Rp. 3,000,000.00, while the IT maintenance costs are around Rp. 500,000.00 for all equipment depreciation in a year.

In this marketing aspect, there are advertising/promotion costs carried out by Havieria Foodies. The cost of this advertising/promotion can be up to IDR 1,00,000.00 in a month depending on how many promotions are being carried out and which influencers are invited to work with. In the technical and technological aspects it is divided into 2, namely the cost of renting a building and the cost of purchasing inventories. Regarding the cost of renting the building, even though the Havieria Foodies business is located in the owner's own house, the owner still prepares the building rental fee, which is around IDR

1,500,000.00. Meanwhile, the cost of purchasing inventories is around IDR 1,000,000.00. The HR costs are divided into 2, namely recruitment costs and salary & benefits costs, but because Havieria Foodies has never officially recruited employees, the owner cannot provide information regarding HR costs.

HR Aspect

Every business needs human resources (HR) that can have a positive impact on business progress (Fortuna, 2020). Employees play an important role in the success of the company. Companies that are successful are companies that are able to meet consumer expectations (Djati & Ferrinadewi, 2005). If the company wants customer satisfaction, it is necessary to have a recruitment process for qualified prospective employees. How companies recruit employees depends on the needs of the company so that employees are selected to work depending on each company. At Havieria Foodies, the owner said that currently they do not need employees because the company's scale is still small. However, the owner himself has planned in advance regarding the recruitment process. Criteria for employees or employees adjust to the required position. For example, if you need an "outlet keeper" then at least high school education. Meanwhile, if a fairly high position is needed, such as an accountant or company management

affairs, then the education taken is at least a bachelor's degree (S1).

The owner of Havieria Foodies is very new to technology. This can be seen in the marketing aspect where many digital platforms have been used. So that in the recruitment process, the owner will use a lot of jobseeker media such as jobstreet, linkedin, and others. Apart from online media, the owner also plans to recruit through offline media, such as distributing announcement pamphlets or posting them on strategic spots so that job seekers can easily read them. In the selection process, the owner has experience in his field because the owner himself was a former HRD at a company. So it is not difficult to select employees who are worthy of the business. The assessment process will be carried out later using the QTE system.

The Havieria Foodies business is still managed by the family. However, sometimes the owner recruits as many as 2 freelancers to be placed in content creation or promotion and production positions. The number of existing employees with a small production scale is still sufficient and effective. The working hours that will be applied by the owner of Havieria Foodies are 8 hours/day or 56 hours per week. Employees working at Havieria Foodies will be trained and given a probationary period of 3 months. If the performance is good, the

owner will raise his position to become a permanent employee. This is also the owner's effort in selecting qualified employees and good performance. But for now, the business is still managed by the family and part-time workers.

Employees also expect rewards for what they have done in the company. Salary is the designation of bonuses that employees receive from the company. Salary is a reward in the form of money received by an employee as a result of his status as an employee by contributing to the achievement of company goals (Desi & Sagala, 2018). In this case, the owner plans to provide a salary according to the position and performance of each employee. In the MSME class, the salary given is still below the UMR. However, bonuses will be given if the performance is good and willing to work overtime.

Workers can rotate from booth keeper to accounting, or cooking department. Job rotation is the process of moving a person from one job to another. Job rotation is a technique used by companies to reduce monotony or routines carried out by employees (Anonymous, 2020).

Efforts made to maintain employees need to be done by every company. Havieria Foodies itself has never laid off an employee because it is only managed by the

family and 2 part-time employees. The organizational structure at Havieria Foodies itself tends to be simple. Owners as product makers, voters as editors, freelancers as booth keepers or accountants.



Technology Aspect

Technology is a very important aspect for humans in each of their activities, especially in the field of trade. In ancient times, trading still used a traditional system where the buyer had to meet with the seller first to get the item he wanted, not only that, limited information was also a big obstacle. However, everything has changed after technology has developed quite rapidly, not only information is very easy to obtain but also accessibility between producers and consumers is no longer an obstacle, even though buyers and sellers are separated by quite a large distance. Therefore technology cannot be said to be a secondary need anymore but has become a primary need (Hikmahanto Juwana 2002).

Modern humans cannot guarantee the fulfillment of their basic needs without the presence of technology. This makes

people have no choice but to learn and master technology, use it to be able to solve problems that will be faced in the future (Franz Magnis-Suseno 2005), this reason makes Havieria Foodies owners use technology as optimally as possible and apply it to the following components:

1. Raw materials

The owner admits that he uses quality ingredients and has quite affordable prices, namely: Oreos, Milo, Milk, Margarine, Chocolate, and biscuits. These raw materials have been purchased from the Diva store and the Dewa-Dewi store, the owner admits to getting information about this store from social media, this makes technology play an important role as a provider of product suppliers.

2. Transportation

The owner admits that he uses transportation for two things, namely the first is transportation from suppliers to Havieria Foodies, where this transportation uses supplier services with a contract if there are sales of more than 300 items, then the burden of transportation costs is eliminated. While the second is transportation from Havieria Foodies to buyers, where this transportation uses E-

commerce services such as GRAB, GO-FOOD, and ShopeeFood. This means that technology plays an active role in driving the Haviara Foodies business.

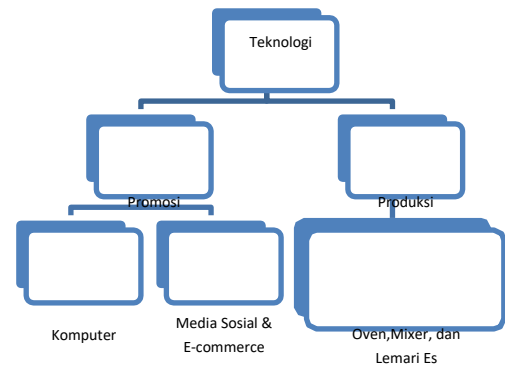
3. Business Location

The location used by Haviara Foodies is at his house, but the owner tries to separate it between the production location and his house on the grounds of keeping the product hygienic. The location is in a residential area which is not classified as a crowded area but has adequate availability of water, electricity and human resources. The owner admits that he dares to open a location in a residential area because the driving force of his business is online marketing and offline marketing is quite rare, besides that he also admits that with online marketing there is no need for his business to incur expenses to open a location in a relatively busy area.

4. Machinery & Technology

The owner said that his industrial business activities were very dependent on technology, the owner divided his technology into two types, namely technology that functions as production and

technology that functions as promotion.



5. Technology Development Trends

The pace of Haviara Foodies' technological development trend is in online marketing, this is due to increasingly fierce competition, it is recorded that there are 8% or 3.79 million micro, small and medium enterprises (MSMEs) in Indonesia who use online platforms to market their products. In facing this competition, Haviara Foodies itself focuses its business activities on online marketing, such as making advertisements, making promotions, being active on social media, and marketing its products to all types of e-commerce.

CONCLUSION

The food and beverage industry is expected to become one of the main industries supporting production and national economic growth. Small and medium enterprises (MSMEs) are an

important part of the economy and play an important role in the national development agenda. Haviara foodies is an industry engaged in popular food on social media. The feasibility of a business can be viewed from 6 aspects, namely environmental aspects, legal aspects, marketing aspects, financial aspects, human resource aspects and technology aspects. In terms of the environmental aspect, harviea foodies have various indicators to increase consumer loyalty, business competition and substitute goods that do not threaten other industries and do not threaten the ecological environment. For legal aspects, always pay close attention to legality, the business already has halal certification, NIB (Business Identification Number). In terms of the marketing aspect, it focuses on STP indicators, product cycles, product differentiation, promotional media and distribution channels. This business focuses on young and old people, especially young people in the Malang area. For the marketing aspect, targeting all young people in the Malang area with marketing media through social media advertisements, discount promos, endorsements, sponsor sheets (duta hijab, unisma), google ad, social media content (tik tok). In terms of the financial aspect related to the costs incurred by the business, namely the cost of legal capital, technology, HRM, technical and technology. One way to determine the

viability of a business or investment is to look at it in terms of the payback period (PP). In terms of the HRM aspect, Haviara foodies is still managed by the family and sometimes the owner recruits as many as 2 freelancers to be placed in creating promotional content and production positions. And finally, in terms of technological aspects which are very important for business people or entrepreneurs, to analyze a business feasibility in this aspect can be seen from the materials used by businesses, transportation, business location, machinery and technology, and trends in technological development.

SUGGESTION

In terms of business utilization, it might be better if you build brand awareness in the surrounding environment as well instead of continuing online media, indeed online media has a big influence on this business but there's nothing wrong with forming brand strength in the surrounding environment as well, that way the surrounding community will know better that in the area there is Haviara Foodies. the business implementation might be better by opening a branch in a crowded environment as well as a shopping area, in that way it will not only increase revenue but also find out about market conditions which include company competition and substitute goods.

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