

**OBSERVATIONS OF BUSINESS FEASIBILITY STUDY OF MSME ES  
COKLAT LIMA WAKTU**

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**ABSTRACT**

Chocolate beverage business is one of a business that everyone likes, because it doesn't requiring large capital for the business. Es Coklat Lima Waktu is one of a beverage business that located in Malang city, precisely at Taman Mendut Sari field jl. Candi Mendut, Mojolangu, Lowokwaru Sub-district, East Java and has 3 franchises namely sawojajar, kepanjen, jabung. This Research is conducted for observing the feasibility from Es Coklat Lima Waktu Business according to some aspects, such asy Environmental aspects, Law aspects, marketing aspects, Human Resource Management (HRM) aspects, Technology and Technical aspects, and financial aspects. The result of research that has been done is based on six aspects from business feasibility as a refrence of the information obtained by the interview with Es Coklat Lima Waktu authority. So the concluded is this business worthy enough for MSME business.

**Keywords:** *Chocolate Ice, Aspects, Business, and Feasibility.*

**PRELIMINARY**

A very simple and even complex communication process becomes an important aspect that cannot be separated from all kinds of human activities, including in the business world. In maintaining his life, humans always try to meet their needs, one of the ways is by doing business. Business is not only limited to transactions between the two people involved, but must also be supported by someone's interest and experience that is created from the process on an ongoing basis. Business is a business that is run to achieve a profit.

In almost every region in Indonesia, there are many types of businesses that are run individually or in groups, both those engaged in services and goods. Every type of business to be initiated must be carefully planned as a top priority, so that at the implementation stage it also produces a great prospect in the future. Business people who are commonly referred to as entrepreneurs are competing to take advantage of this situation with a variety of appropriate and significant communication strategies and concepts in order to maintain the continuity of their business from time to time. The city of Malang gave birth to many successful entrepreneurial souls with their business projects. Business is part of self-existence. Of the many existing businesses, from all types of human activity, including in the business world. In maintaining human life, they always try to meet their needs. Culinary products, especially in the city of Malang, are the most sought after and loved by the public and can be found in various regions in Malang. Chocolate ice products in the city of Malang are one of the well-known beverage products because they have their own taste. Branch sales outlets at affordable prices and are relatively very cheap. Ice Chocolate is a kind of light snack that is loved by many people. Over time, the existence of Chocolate Ice products cannot be doubted about the quality. Starting a business from the simplest and most conventional way, Ice Chocolate products currently have 3 outlets spread

across several cities in Malang. The owner of chocolate ice has his own vision and goals in developing his business from an early age so that it can sell well in the market. The success achieved by the owner is not an instant way. Competition in selling products and services is increasing, so that many entrepreneurs or business people offer their products or services in various ways so that consumers are interested in buying the products or services being sold. The more competitors, the more ways to attract consumers to be interested in buying the products or services being sold. However, not all methods can run smoothly resulting in losses for the company. In anticipating something undesirable to happen to a business that is initiated, the steps that must be taken first are to make a business plan so that prospective entrepreneurs can reduce the risks that might occur in the business to be built. The more ways to attract consumers to be interested in buying the product or service being sold. However, not all methods can run smoothly resulting in losses for the company. In anticipating something undesirable to happen to a business that is initiated, the steps that must be taken first are to make a business plan so that prospective entrepreneurs can reduce the risks that might occur in the business to be built. The more ways to attract consumers to be interested in buying the product or service being sold. However, not all methods can run smoothly resulting in losses for the company. In anticipating

something undesirable to happen to a business that is initiated, the steps that must be taken first are to make a business plan so that prospective entrepreneurs can reduce the risks that might occur in the business to be built.

### RESEARCH METHODS

This type of research is descriptive research with a qualitative approach. Qualitative research is research that intends to understand the phenomenon of what is experienced by research subjects. Descriptive research is research that is intended to collect information about an existing symptom, namely the condition of the symptoms according to what they were at the time the research was carried out. Descriptive research does not require administration or control over a behavior. it starts on the stairs; September 28, 2022. This research was conducted in the main branch of the Es Coklat Lima Waktu Business which is in front of the Mendutsari Soekarno Hatta Housing park, Malang City.

By using the interview guide that has been prepared to dig up some of the information needed in this research.

- a. Primary data  
Primary data in this study were obtained from direct interviews with informants in this study, namely the Person in Charge of

the Es Coklat Lima Waktu business, Suhat branch, Malang City.

- b. Secondary data  
Secondary data in this study were obtained indirectly through literature originating from the media, in the form of documents, books, previous theses, journals and those related to the research to be studied.

### RESULTS AND DISCUSSION

#### Environmental Aspect.

Many factors affect the performance of small industries including the influence of internal and external factors (Herri, 2002:2). This success depends on the ability to manage these two factors through analysis of environmental factors as well as the formation and implementation of business strategies, namely business competitors, business suppliers, consumers, substitute goods, barriers to entry from business. External factors include the macro and micro environment consisting of demography, politics , technology, economy, socio-culture, suppliers, consumers, competitors, distributors, government institutions, labor, and creditors according to (Ulieta Ojeda-Gomez., et al, 2007)

#### Business Competitor

Based on the results of interviews conducted in the field by our group, due to the very small business constraints that have caused many competitors to appear, it is not surprising that Es Chocolate Lima Waktu considers the importance of the number of existing competitors. Even though it has quite a lot of competitors, Es Coklat Lima Waktu is still able to survive very well. This could be due to lack of consistency from competitors. Competitors on average will close their business if the product is not as viral as it used to be.

#### **Business Supplier**

The supplier of the Five Time Chocolate Ice business was originally only from a small shop, but after that received an offer via DM Instagram. The raw materials provided were also of good quality, so Es Coklat Lima Waktu decided to continue to subscribe to the factory/supplier. And the supplier of the bread served with chocolate ice came from Palm Food bakery.

#### **Consumer**

The majority of consumers of Es Coklat Lima Waktu are teenagers, both from Malang and outside Malang, because Es Coklat Lima Waktu is widely known through Instagram social media. With prices that are affordable for teenagers, it's no wonder that many teenagers choose to buy Es Coklat Lima Waktu.

#### **Substitute Goods**

Substitute goods for chocolate ice itself are certainly easy to find, both in supermarkets and in other shops. An example is the iced coffee that we can find in supermarkets, usually in the form of cans or bottles. Substitute goods that can be found is ice cream. So it can be said that a substitute for chocolate ice is quite easy to find.

#### **Barriers to Entry from Business**

Chocolate ice business does not have big obstacles. Evidenced by the many similar businesses that have emerged. But these businesses usually don't last long because they only follow viral things. Even so, you still can't be underestimated, especially if you know that other people easily open the same business / business.

#### **Political**

After our group conducted face-to-face interviews with the party from Ice Chocolate Five Left, the parties involved in this business were the heads of the RW and the heads of the RT. The price policy that is applied is also not expensive and is still affordable. However, if there is a government policy regarding tariffs such as electricity, water or food price increases, this will affect the selling price of the product. The environment around the place of business is also not too much political activity carried out.

#### **Economy**

Based on the results of the direct interviews that we have conducted, the trading conditions of Es Coklat

Lima Waktu are sufficiently considered. Improving economic conditions and the level of public consumption helps create better trade, increases people's purchasing power for goods. The rising unemployment rate around businesses is mostly due to retirees. Conducive market conditions have also fueled optimism for business expansion. The existence of this business has also had a positive impact on creating jobs for other parties. So far there has been no negative impact from the Es Coklat Lima Waktu in terms of the economy for the environment.

### **Social and Culture**

Based on the results of the interviews we have conducted, the majority of the residents around the Es Coklat Lima Waktu place are elderly with the majority being Muslim. Communities around the place of business also often spend their time taking evening walks around the housing. Political figures who are upheld as community leaders by the surrounding community are the RT and RW heads. It can be understood by his statement explaining that if there are problems or things that are uncomfortable, then the head of the RW will intervene, he also provides insights into local residents.

### **Technology**

In the interview conducted, Es Coklat Lima Waktu stated that currently the technology that can help sell products is through social media. Es Coklat Lima Waktu also

explained that they also endorsed several influencers on Instagram. In the future, of course there will be many technologies that will develop, one of which is a beverage machine. At this time, there may have been a lot of beverage machines circulating, but not everyone understands how to use them. However, with the advancement of science and technology, we will easily find drink machines the automation around us.

### **Ecology**

In the Es Coklat Lima Waktu business, not much waste is generated. Because, for the presentation of the Es Coklat Lima Waktu party, they use iron cups or drinking utensils that can be used many times. Meanwhile for take away then use plastic. If eaten on the spot, only plastic waste produced from plastic wrap bread. Waste processing is usually only collected into one and later the cleaning staff will transport the garbage. Then from the product itself, usually all the chocolate ice will run out so it doesn't cause pollution to the environment. When observing the surrounding conditions, the condition of the air and the cleanliness of the water around the business premises is also quite good.

### **Legal Aspect**

Law and Community Approval With the existence of legal rules that govern business, namely Business Law, business people can maintain their behavior and activities so as not to harm other people, including the public who may be affected by

external impacts. Existing business law must be aligned with the objectives of law in general, namely law enforcement (harmony) and justice. This business is not against the law because it sells drinks which are definitely halal and safe for consumption by the public, then this Es Coklat Lima Waktu also already has a permit, namely PIRT (Home Industry Licensing) and several permits which are still in the processing stage. Besides that, This business has also obtained permits from the RT, RW and residents around the business location. The community supports the existence of this business because each month the Es Coklat Lima Waktu also pays a rental fee that is deposited to the RW to be used as the cost of building a residential area in the business area.

#### **Form of business entity and license**

Es Coklat Lima Waktu SMEs Enterprises is an abbreviation of Micro, Small and Medium Enterprises. MSMEs are regulated based on Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises. Based on Law no. 20 of 2008 concerning micro-enterprises is defined as a form of productive business owned by an individual and/or individual business unit that meets the criteria for micro-enterprises as stipulated in this law. A business license is a form of official document issued by a public authority stating the legality of a person or entity to run a particular business or activity. So, that 'business license' is

very important in the context of doing business, especially for Micro, Small and Medium Enterprises (MSMEs), so that they can be protected, there is certainty in doing business and enjoying the comfort and security that they deserve, so that they can contribute more significantly in increasing the added value of production, supplying goods and services needed by the community, absorbing labor and disseminating entrepreneurial growth. The form of the five-time chocolate ice business entity is an individual because it is only owned by one person who is building it, but this business already has 3 employees. This business also has a business license namely PIRT (Home Industry Licensing) then there are also several other permits which are still in the processing stage.

#### **Capital Lending**

In building a business, of course, it cannot be separated from financial problems, one of which is finance for initial capital for a business, many business owners borrow money from certain parties for capital needs, for example borrowing from a bank. And usually in borrowing money from the bank important conditions are needed, one of which is collateral in the form of important documents such as house or vehicle certificates.

This Es Coklat Lima Waktu business has no debt or loans from related banks for business capital because the owner uses his own money to build this business, the owner also

does not want and has no plans to borrow from the bank for business purposes. As for the guarantee of assets that will be used if the owner of something when going to borrow from a bank, namely a House Certificate and also a Vehicle BPKB.

### **Constitution**

MSMEs here As a sector that plays a role in creating employment opportunities for 96.87% of the workforce in Indonesia, it has an important position in the sustainability of the Indonesian economy. The contribution of the MSME sector to the national gross domestic product is projected to grow by 5% throughout 2019. With this estimated growth, the total contribution of MSMEs to the national gross domestic product (GDP) in 2019 can reach 65% or around Rp. 2,394.5 trillion. the contribution of MSMEs to national GDP in 2019 reached around 60.34%. The Job Creation Law was also followed up by the government by issuing implementing regulations in the form of Government Regulation Number 7 of 2021 concerning Ease, Protection, and Empowerment of Cooperatives and Micro, Small and Medium Enterprises. In the PP specifically article 48 paragraph (1), (2) and (3) which regulates legal protection for MSMEs which reads "(1) The central government and regional governments are obliged to provide legal assistance and assistance services to Micro and Small Business actors. Small Business, (2) Legal assistance and assistance services to

micro and small business actors as referred to in paragraph (1) are free of charge, (3) Legal assistance and assistance services include legal counselling, legal consultation, mediation, and assistance at out of court." Associated with laws that support the types of businesses that are run, namely Pp number 7 of 2021 Concerning the convenience, protection and empowerment of cooperatives and micro, small and medium enterprises In article 48 Paragraph (1), (2) and (3) which regulates the protection of MSMEs namely the regional government is obliged to provide legal assistance and assistance services to MSME actors and is free of charge. These services include legal counselling, legal consultations, mediation, and out-of-court assistance

### **Suggestion**

In the legal aspect, this business already has permits from political figures such as the local RT and RW, this business also has a permit, namely PIRT, Our advice in the future is that this Es Coklat Lima Waktu Business can immediately take care of other documents or permits for the smooth running of the business because if a business already has adequate documents or permits, business actors can carry out business operations safely and comfortably so there is no need to worry about other threats that often befall businesses that do not have permits, such as controlling or demolition.

**Marketing Aspect.**

Analyzing Segmentation, Targeting, Positioning, based on Marketing Mix as an effort to increase sales of chocolate ice products. business that is in meticulous is a business in the culinary field with the name ice chocolate five times with the intention of the business owner wants his chocolate ice to be enjoyed by his customers at any time or could be anytime. The strategy that can be done is to increase promotional activities, especially on other platforms, not only on Instagram. For suggestions, you can use the TikTok application by creating more content because the TikTok algorithm is very suitable for business development. Basically, the Es Coklat Lima Waktu product is of high quality based on the variations in the taste of the products being sold. The owner has also used the influence of famous people or influencers, from a price of approximately Rp. 300,000-Rp.

1,000,000 to influence consumers so they want to buy these products besides using various attractive offers such as buy 1 get 1 promos, convenience payment methods such as using shopee pay etc.

Market segmentation analysis is a very important thing to develop quality marketing strategy. Segmentation methods according to Arifin S (2019; 34) include, among others, based on geographic location, demographics or population identity, psychographics/images of interests,

and segmentation based on behavior.

**Geographic segmentation**, is segmentation that divides the market into geographical units, such as countries, regions, states, provinces, cities, and housing complexes.

**Demographic segmentation**, is segmentation that divides the market into groups based on variables such as age, gender, number of families, family life cycle, income, occupation, education, religion, race, and nationality.

**Psychographic segmentation**, is segmentation that divides buyers into groups

differ based on characteristics of social class, lifestyle, and personality.

**Behavioral segmentation**, is a segmentation that groups buyers based on their knowledge, attitude, use or response to the product.

Targeting according to Sofjan Assauri (2015; 163-164) can be interpreted as a group rather homogeneous consumers that a company wishes to target. There are targets This makes it easier for companies to serve these consumers. There are factors that can be used in determining the target market. That is, there are five factors that need to be considered before setting a target market according to (Rismiati and Suratno,



2001 quoted by Wijaya & Sirine, 2016; 179):

1. Segment size. The estimated size of the target segment is an important factor in deciding whether the market segment is worth pursuing. Large companies will choose segments with large sales volume and avoid small segments and vice versa.
2. Segment growth. Even though the current segment size is small it is not impossible that it will grow or is expected to grow in the future.
3. Costs that must be incurred to reach the segment. A segment that does not fit into the company's marketing activities should not be "chased".
4. Compatibility with the goals and resources/capabilities of the company. The intended target must be in accordance with the goals and resources/capabilities of the company.
5. Competitive position. A segment may have good size and growth

but potentially weak profit margins.

Positioning according to Kartajaya (2009; 68) is a process of placing existence of the product in the mind of the customer. Positioning can also be interpreted in various ways activities to convince consumers so that consumers have different perceptions consumers' minds compared to competitors' products. This positioning activity is said successful if consumers have the same perception with the desired expectations consumer. This positioning strategy does not have to create something new and differently, but by using what the consumer has in mind to be more focused and have a different perception of our products.

Furthermore, there are several strategies that companies can use in doing so positioning as explained by Fandy and Gregory (2012), namely:

1. Attribute positioning: The company positions itself based on attributes, such as size, durability, raw material composition, experience in the field they are involved in and so on.
2. Benefit positioning: The product is positioned as a leader in certain benefits, for example toothpaste for whitening teeth.
3. Use or application positioning: The product is positioned as the best choice for certain usage situations, for example Bodrex is a

medicine that can be taken before eating.

4. User positioning: The product is positioned as the best choice for certain user groups, for example Swatch is a youth style watch, instant cameras are for amateurs, high-end cameras are for professional users and so on.
5. Competitor positioning: The product is linked to its competitive position against major competitors.

In a business feasibility study, the marketing aspect is a necessary thing pay attention. Because the marketing aspect will show whether or not a business or company in the industry. According to Thamrin, A. and Tantri, F. (2012) marketing is a total system of business activities designed to plan, price, promote and distribute goods that can satisfying wants and services to both current and current customers potential. The results of the observations that have been made show that environmental factors can affect the marketing of a business. Influence in the form of positive things and significant for a product innovation, in the five time chocolate ice business that has been in thorough. From research and data or results are made which show feasibility the business. Where is the geographical segmentation done by ice chocolate five times based on a strategic location, which is close to schools and in residential areas.

The place is often passed by many people from all walks of life, from the appearance of a clean, nice and comfortable place is what attracts customers among young people. Not only young people, because chocolate ice also does marketing of its products through social media. And also promoted by influencers so that ice chocolate five times increasingly known by many people. Not only in poor areas but also various area .which makes five time chocolate ice can be for all circles. On Segmentation The Five Time Chocolate Ice Change demographic is good enough as it gets wider the range starts from junior high school students to college students and then makes targeting to all people except the elderly who don't like sweet drinks, besides the price of Es Coklat Lima Waktu itself is very affordable, from Rp. 8,000 -Rp. 10,000 which includes 1 bread. and also has branches in Sawojajar, Kepanjen, and Jabung. From ice products Chocolate itself has the advantage now that there are many new drink variants such as coffee and vanilla mint chocolate ice. they always innovate with the taste of the drink. besides that, there's also price advantage over other competitors because it is more affordable and of higher quality awake. According to Assauri (2012) in the Indonesian Journal of Marketing Science (Indonesian Journal of Marketing Science), 4(3), 231-246). marketing strategy is a set of goals and goals, policies and rules that give direction to a company's marketing efforts

from time to time, at each level and its references and applications, in particular as the company's response in dealing with the environment and competitive conditions always changing.

### **Marketing MIX Analysis**

In the product cycle, this business is still in the developing stage due to the large number the number of sales and also the turnover from day to day increases or sometimes decreases also affected by the weather because sales will be less in rainy weather. and preferably make a place where customers can take shelter when it rains so make convenience. next in a business will definitely have competitors or competitors who can create obstacles in the business, for this reason the need for innovation in a product. Five Time's Ice Chocolate's biggest competitors Es Coklat Bahagia and Es Coklat Harum that distinguishes products from competitors, namely prices that tend to be cheaper and also in terms of a more legit taste and does not use artificial sweeteners. Distribution channel which is used Ice chocolate five times other than direct purchases, namely only using market place, namely shopee food, grab food and go food, apart from that, this product too promoted from the surrounding poor areas, especially the Soekarno Hatta area and from mouth to the mouth (word of mouth). and already has branches in the Kepanjen, Sawojajar and male. So overall it has good value for business feasibility study.

### **HR Aspect**

An organization or company, the role of human resource management is very important, because the organization cannot function without staff. People are the movers and managers of other production factors such as capital, raw materials, equipment and others to achieve organizational goals. In company development, human resources are the most important factor for company survival. Nawawi .H. (2001) The purpose of human resource management is to increase the productive contribution of individuals within the organization in a responsible manner. Based on the results of interviews with Es Coklat Lima Waktu, it is known that Es Coklat Lima Waktu recruits prospective employees through Instagram. After the candidate has been selected and wants to proceed to the next stage, Es Coklat Lima Waktu will conduct a training period for prospective employees.

Es Coklat Lima Waktu explained further that they have 5 employees at the main store and 3 employees each at the branch store, with an average working hour of 8 hours per day. Where all employees who work are permanent employees. In terms of salary, Es Coklat Lima Waktu provides a salary that is in accordance with the workload of the employee

although the salary given is still below the Malang City UMR, employees also get bonuses. To fulfill the strategic mission of the HR department and achieve organizational goals with its programs, the department aligns its policies and practices with the organization's strategic plans (Porter, 2008). Job design (job design) is the process of defining the specific tasks to be performed, the methods used to perform these tasks, and the way the job is related to other jobs in the organization (Mondy, 2008). Based on the results of interviews conducted with Es Coklat Lima Waktu,). The employees at Es Coklat Lima Waktu have been grouped based on their respective expertise,

In business, of course, a strong emotional bond is needed between employees. Es Coklat Lima Waktu also explained that they routinely carry out joint evaluations and gather with employees outside working hours. Since it was founded in 2021, until now, the Es Coklat Lima Waktu has explained that no employees have resigned. This shows that the method of Es Coklat Lima Waktu is quite good in retaining its employees. One of them is always asking the comfort of the employees in their work. All companies, no matter how small, must have some form of structure because the structure is usually designed to ensure that the company is in the best position to achieve its goals. Based on the results of interviews with Es Coklat Lima

Waktu they explained that the structure of their business is functional. Based on the results of the interviews we conducted with Es Coklat Lima Waktu, the business is doing quite well in this HRM aspect. Where the business people themselves are able to maintain their employees properly, provide salaries in accordance with the workload given. Es Coklat Lima Waktu also provides an opportunity for its employees to develop their skills, providing opportunities for promotion. When recruiting employees, Es Coklat Lima Waktu can also get HR with the desired specifications because the prospective employees go through the training stage first.

### **Technical & Technological Aspects**

The technical aspect is an aspect related to the physical development process of the business technically and its operation after the physical building has been completed (Kamaluddin, SYED, & Viqar, SN (2004). According to Suliyanto (2010; 133) things that need to be analyzed in terms of technical and technological aspects are:

1. choosing a factory location because a strategic factory location is a source of competitive advantage.
2. selection of machines and equipment because the machines and equipment

used are very influential in the success of the production process, the selection of technology because the right technology enables companies to produce products with good quality in a fast time and at a lower cost.

3. determining the layout of factories and buildings because a good layout will increase the efficiency and effectiveness of the production process. A business idea is deemed feasible based on technical and technological aspects if a suitable location has been obtained, can achieve optimal production area, technology is available, and can optimally arrange business layouts, both factories and offices. Specifically, the analysis of technical and technological aspects includes.

Determining business location Business location has a major influence on operational costs and investment costs. Determining the wrong business location will cause an unlimited burden for the

company. The variables in selecting a business location are as follows:

- a) Availability of raw materials The company really needs raw materials in large quantities as the main ingredient. Therefore, the availability of raw materials is the main variable that must be considered in determining the location of a business. If the business location is far from the raw materials then very large expenses will be required to transport the raw materials to the business location.
- b) Availability of sources of energy, water, and means of communication Almost every business requires a source of energy to drive machines and other equipment. In addition, the availability of water facilities and

communication facilities is also very important to support the production process.

c) Availability of labor  
Companies must analyze the availability of labor supply, both skilled labor and unskilled labor, because this greatly affects the production costs borne by the company.

d) Availability of transportation facilities  
Availability of transportation facilities is not only important for the needs of raw materials to factories and transportation of finished materials from factories to markets, but is also important for the transportation of workers from their residences to business locations. The availability of good transportation facilities can overcome the

weakness of the area as a result of the weakness of other location selection factors.

Selection of machinery, equipment and technology  
Selection of machinery, equipment and technology is important. This is because mistakes in the selection of machines, equipment and technology used will cause long-term losses. The following are some things to consider in the selection of machines and equipment:

a) Compatibility with technology  
Machinery and equipment must comply with the current technology. If the technology used is not in accordance with the existing environmental conditions, the process will be left behind so that it will lose to other competitors

b) Acquisition price  
The acquisition price of machinery, equipment and technology must be in accordance with the amount of the budgeted investment costs so as not to burden the company's finances in the long term.

- c) Availability of suppliers  
Availability of suppliers must be considered so that when construction activities begin there are no obstacles in terms of procurement.
- d) Availability of spare parts  
Availability of spare parts must be analyzed carefully so that maintenance and repair processes due to damage to machinery and equipment can be carried out easily.
- e) Quality  
The quality of the machine determines the durability and quality of the product to be produced. Therefore, the quality of machinery and equipment needs to be considered, adjusted to the existing financial capabilities.
- f) Economic life  
The estimated economic life must be in accordance with the existence of the business to be produced, so that the economic life of the machine is not too short so that it "runs out" before the business achieves a return on investment. The most advanced technology is not necessarily in accordance with the conditions of the company. Therefore, the selection of technology must consider the expected economic benefits.
- Determination of factory and building layout  
Factory layout is the overall shape and placement of the facilities needed in the production process. The determination of the factory layout is generally carried out when the business location (factory) is determined by various considerations. A good layout has various criteria, namely:
- 1) Minimizing transport distances between sections,
  - 2) Good material flow,
  - 3) Effective use of space,
  - 4) Flexible or beautiful,
  - 5) Providing safety for the goods being transported,
  - 6) Enabling business expansion,
  - 7) Minimizing production costs, and
  - 8) Providing sufficient security guarantees for the safety of workers.
- Factory and office layouts must be designed as well as possible by considering cost efficiency, space effectiveness, work safety, and beauty. According to Jumingan (2009; 212) in the article (Sa'diyah,

H. (2016). CAFE BUSINESS FEASIBILITY ANALYSIS ON ADVENTURE KOFFIE IN GRESIK)technical and production analysis aims to ensure that the ideas/ideas that have been selected are feasible, in the sense that there is availability of location, tools, materials and technology (method). The choice of location in the analysis of technical and production aspects is the first element that gets the spotlight, because it is the place where the production will take place. Errors in selecting locations often have negative implications for the overall process. Inaccurate location selection can also have other impacts, such as social, natural and environmental hazards. In order to avoid all these bad possibilities, when choosing a location, it is necessary to carry out a careful study, and must be able to detail all possibilities, both the advantages and disadvantages of the alternative location to be selected.

### **Raw materials**

According to Tjiptono, the definition of goods is goods that have a series of physical forms, so that they can be touched, seen, felt, held, stored, and other physical treatment. This material really has a form that is visible to the eye and can be used according to its function. Economists state the definition of goods briefly. Goods are something that is

processed in a production process that is quite long. The products will be sold to consumers. The proceeds from these sales can be used as added value for producers and provide benefits for consumers. According to KBBI, raw goods are goods that are not yet ripe, not yet time to be picked, harvested and so on. Not yet ripe, not finished to be eaten, not fully established, not perfect, not perfect, not broken

The raw material needed is cocoa powder which has been purchased by the business owner from cocoa powder suppliers in Jakarta and Surabaya. The quality of the raw materials produced is strived for the best to guarantee production and customer satisfaction. For the average cost of transporting products to locations, there is no charge because products are purchased in large quantities. The office and warehouse are located at Griya Santa Housing Jl. Jolotundo I Temple, Jatimulyo, Kec. Lowokwaru, Malang City, Java East. raw material production plants are in surabaya and Jakarta, and places are located inJln. Mendut Temple, Mojolangu, Lowokwaru District, Malang City.

### **Distribution of materials to the market**

According to Oentoro (2010), distribution is a marketing activity that seeks to expedite and



also facilitate products from producers to consumers, so that their use is in accordance with the required type, quantity, price, place and when needed. According to Stanton (1996), defines distribution as a group of institutions that carry out the entire function of diverting products along with their property rights from the consumption environment function. According to C. Glenn Walters (2002: 295), argues that distribution is a group of traders and also corporate agents who combine physical transfer and name of a product to make use of a particular market. For the distribution of goods to consumers, the owner delivers product materials to outlets/sales points spread across various branch points, delivered directly by the employee in charge of distribution.

#### **Environmental Aspect Analysis**

In the opinion of our group the location chosen by the business owner is in accordance with environmental aspects which include water availability, sufficient electricity availability, good climate. social and cultural distribution of the population around the five-time chocolate ice business is the majority of Muslims, a minority of non-Muslims. The residents in the vicinity are also on average Javanese and Madura. Meanwhile, if seen based on the age of the community, the average is elderly. Residents who are teenagers usually come from boarding house children, because some of the people there

open boarding houses for the reason that they are not too quiet. These boarding houses are filled by students, because the location is strategic and easy to reach by consumers.

#### **Technology Selection**

The choice of technology is very important because it can affect the success of an activity, for that it is necessary to choose the right technology, for example by selecting the right equipment, or by using an automatic machine. It takes a lot of money to buy the equipment, but with this equipment, the production process can run well and can meet market demand Purnamasari, D., & Hendrawan, B. (2013).

In the Es Coklat Lima Waktu business that we have observed, we use cup sealer machine equipment. The selection of machines is of good quality, using manual pressing machines but also using machines with new technology, namely automatic pressing machines. Automatic and manual machines. both of them are still used because the owner prioritizes employee comfort where there are employees who are more comfortable using automatic machines because they are fast, but there are also those who prefer manual machines because they are used to their use. The

equipment currently in use is one year old and is still in good condition. In the five-time chocolate ice equipment, it uses a small showcase, a stove and pots to make all the variations of the drink, drums with a capacity of 30 liters and each drum contains all variations of drinks (chocolate, vanilla, coffee, mint, cheese), dippers for pouring drinks, ice cube shovels, note paper for product purchases, mats used by customers who drink on the spot, and tents used for sales both at the central location to the branches. In using the technology of the five time chocolate ice drink press machine, I bought it at the Santoso store and UD. Adhika. Don't have machine/equipment spare parts yet, but the owner always evaluates it every month. The machines used Of course, it has its advantages and disadvantages as follows:and tents that are used for sales both at the central location to the branches. In using the technology of the five time chocolate ice drink press machine, buy at Santoso and UD stores. The machine used certainly has its advantages and disadvantages as follows and tents that are used for sales both at the central location to the branches. In using the technology of the Es Coklat Lima Waktu drink press machine, buy at Santoso and UD stores. The machine

used certainly has its advantages and disadvantages as follows:

- Pros: the press machine used is manual and automatic where the two machines have different prices. And the use of an automatic machine works faster. However, a manual machine has the power lower electricity so that electricity costs are cheaper. Features a more complete automatic machine and can be used up to 700 cups per hour.
- Disadvantages: automatic machines use more electricity, manual machines work slower and only 300 cups per hour.

Thus our assessment of business feasibility in terms of technical and technological aspects can be said to be feasible at the SMEs stage because the technical selection of technology is good with press machines, market place marketing, strategic locations which are close to schools and are in areas that are often passed by many people. machines and plates Don't have spare parts yet, but the owner always evaluates it every month because if there is damage the machine and equipment can be replaced immediately and the owner

already has separate cash or budget for the machine and equipment.

Technology to produce goods and services has been and continues to develop in line with the progress of the times. Technological progress must have a high impact on the production process and form high productivity as well. But apart from that there are still advantages and disadvantages in terms of technological development, for example technological developments are not necessarily suitable for the company's internal or external environment Umar, Hussein. (2003).

Main Siswanto, Sutojo. (1993) Several factors must be taken into account when deciding on a technology model:

- The type of technology proposed must be able to produce quality output what the market wants.
- The technology must match the needs to achieve a feasible production capacity already affected.

The pace of technological development will always exist in the future, for that business definitely needs technology so that the business is run more easily and quickly, five times already using

technology in its business. However, the use of manual notes is still considered ineffective so in our opinion it can be replaced by using a tablet cash register so that it is easier to record orders.

**Layouts**

The main purpose of the layout is to optimize the arrangement of operating facilities as a result of the maximum value created by the production system. Various functional layout patterns, production layouts, group layouts, permanent position layouts can be applied by companies. The following is an attachment to the layout of the five ice chocolate business time.

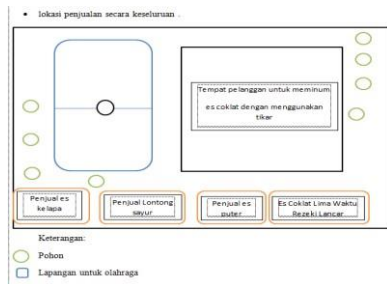


Figure 1.1 layout of the overall business premises

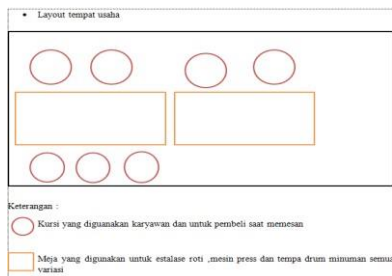


Figure 1.2 layout of the tent for selling.

### **Financial aspect**

In terms of business, especially MSME business, the financial aspects related to capital, income and profits are important things that need to be considered by business people. The financial aspect is the most important thing, why? Because without finance or capital to start a business, of course the business will not be able to run.

Calculation of the Five Time Chocolate Ice Business Payback Period

- Initial capital: IDR 1,500,000

- Income/year : IDR 150,000,000

**Payback period**  $\frac{1,500,000}{150,000,000} = 0.01$  years

-  $0.001 \times 365 = 3.65$  days

-  $3.65 : 30 = 0.121$  months

-  $0.121 \times 30 = 3.63$  days

Based on these calculations, the Es Coklat Lima Waktu Company got back the funds spent in less than one month, due to the small number count, we concluded that the Lima Saat Ice Chocolate Business returned its capital in less than one week, namely 4 days.

### **Capital**

Capital is a major problem for MSME business people who will develop their business, due to the limited capital factor so that many MSMEs find it difficult to develop their business, while the opportunities to increase business volume are quite wide open which in turn increases operating profits quite wide open.

Capital in a business can be obtained from anywhere, usually owners or people who want to open a business, the main thing to think about is the initial capital issue. There are business people who get initial capital from borrowing from banks, of course this cannot be separated from loan interest, then there are also business owners who borrow from parties other than banks, such as maybe cooperatives, or family and friends of business owners. This Es Coklat Lima Waktu business gets initial capital from the business owner himself. The owner does not borrow capital from any party, from family, friends or banks or cooperatives. The owner also does not plan to borrow in the future because he does not want to take risks.

### **Marketing Expenses (Marketing)**

The marketing aspect is closely related to the use of advertising. Advertising is a persuasive

communication capable of changing audience behavior. An advertisement is made to be able to lead to the mindset and or action expected by the advertiser. Advertising is commercial and non-personal communication about an organization and its products that is transmitted to an audience through media of a nature such as television, radio, newspapers, magazines, direct mail, outdoor billboards or public transportation Sembiring, M., & Siregar, SA (2018). In opening a business, a business actor must also have strategies to make his product known to many people, one of which is a promotion strategy. Business actors promote their products in many ways, starting from advertising with print media such as brochures, or online, such as on social media. Then there are also those who offer their products to homes. There are many ways for a business actor to make his product known to many people and add a lot of profit. In promotion, of course, the costs involved are inseparable. If you want to promote using brochures, businesses will need to pay to print the brochures.

This Es Coklat Lima Waktu business promotes its products via Instagram social media and hires several influencers to promote its products. The cost of influencer

promotion is around Rp. 300,000 - Rp. 400,000 but there are also influencers who charge a higher price of around Rp. it has higher fame and more consumer reach.

### **Venue Rental Fees**

Tjiptono (2008) explains that a location is a place where a business operates or a place where a business carries out activities to produce goods and services that are concerned with the economic aspect. If you want to open a new business, you must also think about a place that is strategic, safe, and has a lot of consumer reach. If you want to rent a place or building to sell, you also have to consider whether the price offered is in accordance with the profits you get. The advantage referred to here is that in terms of the place it must be feasible and safe to be made to sell or open a business, if the cost offered is expensive, the place obtained must also be strategic and be able to reach many consumers. This Es Coklat Lima Waktu business rents a place in front of the Mendut Sari Housing Complex in the Soekarno Hatta area, where the rental fee is Rp. 250. 000 per month and paid to the RW chairman of the place. The place obtained is also strategic and reaches many consumers.

### **Salary and Allowance Costs**

A business that is well-known and crowded with buyers certainly needs employees so that the business can run well, hiring employees of course also requires a lot of money, therefore business actors must also consider the income from the business with the salary that will be paid to employees, can it cause loss or not. Salary is a service reward for the income provided based on the weight or lightness of the task or position occupied by the employee in the company Setyaningrum, F. (2021). Allowances are payments of financial or non-financial compensation to employees indirectly for their sustainability in the company (Bangun, 2012: 294) in the journal Setyaningrum, F. (2021). Cost Employee salaries and benefits at the Es Coklat Lima Waktu business differ depending on how long the employee has worked, new employees will get less salary compared to employees with longer working years. The salary of old employees is around IDR 1,500,000 while the salary of new employees is around IDR 1,300,000.

### **Conclusion.**

At the company, Es Coklat Lima Waktu we made observations with 6 aspects, so that we can find out whether or not the business feasibility consists of environmental aspects, legal aspects, marketing aspects, human resource aspects, technical and technological aspects, and financial aspects. The Es Coklat Lima Waktu business environment is good, starting from a clean and comfortable area and a parking lot is made for Pak RW. The supplier of the raw materials is also of very high quality, directly from the factory. In terms of taste and variants, it is quite unique and can be consumed by everyone. all people. Then from the Legal Aspect, for now, those who have a PIRT and also a permit from the RW head and the sales proceeds are also given to the local RW for rent. And then the Marketing Aspect where the company has carried out social media promotions and also works with online delivery orders. In HRM Aspect Based on the results of the interviews we conducted with Es Coklat Lima Waktu, the business is doing quite well in this aspect of HRM. Where the business people themselves are able to maintain their employees properly, provide salaries in accordance with the workload given. Es Coklat Lima Waktu also provides an opportunity for its employees to develop their skills, providing opportunities for promotion.

When recruiting employees, Es Coklat Lima Waktu can also get HR with the desired specifications because the prospective employees

go through the training stage first. In terms of technical and technological aspects, they already have good enough eligibility from the MSME business point of view, where the location is already strategic. the technology used is efficient and helps the work of employees. The business layout is also said to be quite good because it can make use of the rented land to be comfortable. Finally, the financial aspect is very good because it can get a short return on capital and also the profits are very large in time one year is IDR 150,000,000.

### **Suggestion.**

Because the owner said he wanted to develop his business, he should immediately take care of a permit so that it could become more advanced, and it could be developed like a cafe so customers feel comfortable so they don't worry when it rains. For social media, the owner should recruit employees to create content. abandoned. Then technology can be added to a tablet cash register to make it easier to record purchases and receipts can be printed automatically.

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