

BUSINESS FEASIBILITY STUDY AT PT ASafa LAUNDRY MAKASSAR

Andi Ummul Khair ✉, **Anshar Daud, Agustina Rantesalu, Sri Prilmayanti
Awaluddin**

^{1,2,3,4} Institut Teknologi dan Bisnis Nobel Indonesia

Abstract

This study aims to analyze the Business Feasibility Study at Asafa Laundry Makassar, looking at the aspects of market and marketing, human resources and management and finance. This research method is qualitative. The research data obtained by the main informant is Muh. Nur Afandy as the owner. The results of this study indicate that Asafa Laundry is worthy of being said as a company, this is seen from the market and marketing aspects Asafa Laundry is able to provide good service, from the HR and Management aspects Asafa Laundry can operate each division well, while the Financial Aspects see from ROA and ROE, Asafa Laundry is feasible because it has a significant graph, so investors can make Asafa Laundry a business partner

Keywords: *Business Feasibility Study, Feasibility, Laundry.*

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✉ Corresponding author : Andi Ummul Khair

Email Address : andiummulkhairherman@gmail.com (Makassar)

INTRODUCTION

In modern times, people are able to manage their time as efficiently as possible, both personally and at work. With the increase in activity, some affairs at home become less considered because of the fatigue of all day activities. Current technological advances also have an impact on people's way of life, especially in big cities that want everything to be done practically and quickly (Indriasari et al., 2023). This lifestyle change presents practical demands to meet individual needs, such as in the case of laundry and ironing (Zulfikar Yusya Mubarak et al., 2023). In a dynamic society in urban areas, especially residential areas, the existence of laundry services for rentals or boarding houses becomes a separate lifestyle, not because of laziness, but rather a preference for what can be delegated and what can be done. self-sufficiency because of energy, time and necessities of life (Fatma et al., 2023). The crow sipat area has a lot of housing, so many housewives who work, office employees who are certainly busy with their respective activities so they do not have enough time to wash clothes. Because of the high public need for laundry services, that is what causes the laundry business to grow rapidly in the general public (Rachman et al., 2023).

Business feasibility, is an assessment of the extent to which these activities/opportunities can offer benefits when the business is run or developed. Feasibility Study is an activity that studies in depth about an activity or business to be operated, to determine whether the business is feasible or not to be carried out ((Ilyas et al., 2023). The objectives of this business feasibility study are to: To estimate how much potential the business is capable of generating it wins. Whether in a state of support or not support in the long or short term (Hardiyono et al., 2023). As well as making investment decisions for business development also requires basic feasibility studies to obtain maximum production and reduce the risk of failure that may occur. In a business feasibility study, there are aspects: This is a focal point that needs to be carefully considered (Thaha et al., 2022). Feasibility study aspect A business is in the form of financial aspects, namely business financial analysis (Irdawati et al., 2021).

Laundry is a service company that provides laundry facilities, laundry businesses are widely available in big cities. One of the modern lifestyles of urban people is washing clothes in special places or known as laundry. In big cities especially, laundry outlets continue to grow. Kilo laundry is also the right choice for those who want to open this type of business with capital that is not too large, with a washing machine and adequate business space, and supported by a strategic location, making prospects, laundry business opportunities are business opportunities that are quite developed by people for now. One form of service for those who often want life to be easier. The presence of a laundry service business has a positive impact on those in need, one of which can ease the burden of homework that was originally washing clothes done by themselves to not with the laundry service.

Asafa Laundry is a business unit engaged in laundry services or washing, drying and ironing clothes with the concept of kilos and units, Asafa Laundry was pioneered

in Makassar in April 2021 by Muh. Nur Afandi as the Owner and Currently, Asafa Laundry has been incorporated under the auspices of PT. Asafa Global Tourism.

Armed with professional and reliable management, the Asafa Laundry brand is increasingly accepted in the community, this is evidenced by the significant high demand for laundry every month because this service is needed by modern society, both individuals, companies and hotels.

Asafa Laundry also has an excellent service, namely laundry shuttle service at no additional cost, this makes it easier for busy customers, customers who are lazy to wash without having to take it to the laundry, but just wait at home.

In operating a laundry service business consistently, Asafa Laundry strives to provide the best to meet customer needs. For us, customers are good teachers and proven to have placed Asafa Laundry as one of the best laundry in terms of laundry service.

Table 1. Number of visits and revenue of Asafa Laundry 2023

| Month | Number of visits | Total Revenue |
|-----------|------------------|---------------|
| Mei | 113 | 5,084,000 |
| Juni | 85 | 4,690,100 |
| Juli | 119 | 6, 095,000 |
| Agustus | 122 | 6,164,000 |
| September | 180 | 7,532,000 |
| Oktober | 185 | 8,016,000 |
| November | 220 | 8,615,000 |
| Desember | 275 | 11,656,000 |
| Total | | 47,067,000 |

Source : Finance Asafa Laundry Makassar

Judging from the table above, the financial aspects of Asafa laundry show that the last few months if on average have increased very well, each month has contributed well in the last few months. This proves that Asafa Laundry is a service company located on Jl. Landak Baru No.14 which always prioritizes excellent service for its consumers

METHODOLOGY

This research was carried out at Asafa Laundry Makassar located at Jl, Andi Djemma landak baru Lorong 8 no31/308, Banta-bantaeng, Rappocini district, Makassar City, South Sulawesi during the research conducted from January to February 2022.

In obtaining information and data obtained from this study, qualitative is intended according to needs. Qualitative data analysis using non-financial aspects follows market aspects, HR aspects, technical aspects. And quantitative to calculate the financial aspect So to know the results of this study provide a feasible or not feasible decision of this business

Business feasibility study aspects consisting of Financial Aspects, Market Aspects, HR, and Management because they are very crucial aspects of the course of a business venture.

RESULTS AND DISCUSSION

Market and Marketing Aspects

Looking at the segmentation or market share of Asafa Laundry is able to absorb the community around densely populated locations and boarding houses scattered around the business location, consumers of Asafa laundry come from various groups such as students, supervisors, students, private employees, the general public. Asafa laundry also partners with several hotels in Makassar to clean hotel equipment such as badcover

a. Competitors

Competition or competitors are one of the factors that make a marketing success, the existence of competitor dynamics is a very good thing for small to large laundry, Asafa laundry is here to provide the best service to the surrounding community or consumers of Asafa laundry. Around the location of Asafa Luandry there are several laundries that are one of the competitors following the table of competitors around Asafa laundry as follows:

Table 2. Competitors

| Competitors | Superiority | Weaknesses |
|---------------|------------------------|------------------------------------|
| Widia Laundry | Spacious parking | A Place Away from the Axis |
| Mus Laundry | Low Price | Laundry Minimum finished in 2 days |
| Tika" Laundry | Price" Cheap | Washing" with" machine" top door |
| Sinta Laundry | Workmanship" Narrow | Parking" narrow |

Source: Primary Data (2023)

Looking at the table above, Competitors are named Asafa Laundry. Asafa Laundry has advantages over competitors around the location, Asafa laundry provides very affordable and fast prices in serving consumers and Asafa Laundry provides free shuttle for a radius of 3 Km, friendly service and provides a variety of laundry perfume variants.

Marketing Strategy

- 1) Asafa Laundry business serves and provides offers in the form of washing services, as for what is provided by Asafa laundry, namely kilo systems, ironing and washing, bed covers, special ironing and doll washing services.
- 2) Asafa Laundry provides services and direct distribution of producers to end consumers without involving intermediaries

- 3) Asafa Laundry's business conducts promotional media on social media such as Instagram @AsafaLaundry and Broadcast in WhatsApp groups and also word of mouth, namely by word of mouth, and partners with agencies such as collaborating with Nobel Indonesia Institute
- 4) The underlying thing so that Asafa Laundry is easy to recognize because in front of the shop there is a large signboard that writes the name of the Asafa Laundry business accompanied by the business logo and there is the business name of Asafa Laundry on the consumer order note
- 5) Asafa Laundry provides rates or prices for kilos of Rp.6,000/Kg. for ironing and washing of Rp.5,000/Kg, Services for ironing of Rp.3,000/Kg, for dolls of 20-30 cm of Rp.5000/Pcs. For large sizes of 40-69 cm of Rp.10,000/Pcs, for bed covers of 100x200 cm of Rp.10,000/Pcs and sizes of 140x200cm of Rp.15,000/Pcs

CONCLUSION

From the analysis and explanation in the previous discussion, it can be concluded that in analyzing the feasibility of establishing and developing the Asafa Laundry business there are market and marketing aspects, human resource aspects and financial aspects. The financial aspect shows a very low percentage of ROA and ROE calculations, but this shows that monthly income has increased very well, if you look at the ROE and ROE calculations it does not reach the calculation. The size of ROE and ROA is said to be quite good if the average is 10% and very good if above 15%. For investors, it is very good to see opportunities in the next few years.

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