ANALISIS KELAYAKAN USAHA SAMSAK KENTA MARTIAL ARTS EQUIPMENTS MENURUT ASPEK FINANSIAL DAN STRATEGI PENJUALAN BERDASARKAN *LEAN CANVAS*

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ABSTRAK

Kenta Martial Arts Equipments merupakan sebuah usaha produksi peralatan bela diri dengan produk unggulan yaitu samsak yang terdiri dari tiga lapisan bahan kulit berkualitas dan tidak kasar. Usaha Kenta Martial Arts Equipments mengalami permasalahan penurunan penjualan dan kenaikan harga bahan baku, pemilik juga belum melakukan analisis kelayakan usaha dan mengakui jika bisnis belum pernah mengalami *break even point* (BEP), sehingga tujuan dari penelitian ini untuk mengetahui kelayakan usahanya dan merancang strategi penjualan agar usaha ini tetap bertahan. Metode yang digunakan untuk menyelesaikan masalah tersebut antara lain analisis kelayakan aspek finansial ditinjau dari nilai NPV, PP, IRR, PI dan analisis sensitivitas pada kondisi *optimistic*, *best*, dan *pessimistic,* serta *lean canvas* untuk strategi penjualan. Analisis kelayakan usaha menunjukkan bahwa kondisi layak pada kondisi *optimistic* dengan nilai NPV sebesar Rp 549.653.123, PP selama 8 bulan 22 hari, nilai IRR sebesar 128,66%, dan nilai PI sebesar 13,52. Hasil perancangan *lean canvas* berupa produk samsak yang awet digunakan dengan perawatan yang mudah dan samsak ini dijual melalui *e-commerce* serta bisa mendatangi langsung tempat usaha.

Kata Kunci: Samsak, NPV, IRR, PP, PI, Analisis Sensitivitas, *Lean Canvas*

BUSINESS FEASIBILITY ANALYSIS OF PUNCHING BAG KENTA MARTIAL ARTS EQUIPMENTS ACCORDING TO FINANCIAL ASPECTS AND SALES STRATEGY BASED ON LEAN CANVAS

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ABSTRACT

Kenta Martial Arts Equipments is a self-defense equipment production business with a superior product, namely a bag consisting of three layers of quality and not rough leather. The Kenta Martial Arts Equipments business is experiencing problems with declining sales and rising raw material prices, the owner has also not conducted a business feasibility analysis and admits that the business has never experienced a break-even point (BEP), so the purpose of this research is to determine the feasibility of its business and design a sales strategy so that this effort persists. The methods used to solve this problem include financial aspect feasibility analysis in terms of NPV, PP, IRR, PI values, and sensitivity analysis on optimistic, best, and pessimistic conditions, as well as a lean canvas for sales strategy. The feasibility analysis shows that the conditions are feasible in optimistic conditions with an NPV value of Rp. 549,653,123, PP for 8 months and 22 days, an IRR value of 128.66%, and a PI value of 13.52. The results of the lean canvas design in the form of a durable bag of products used with easy maintenance and these bags are sold through e-commerce and can come directly to the place of business.