

# **ANALISIS KELAYAKAN BISNIS *FOOD AND BEVERAGE* MEEROKET DENGAN METODE *BUSINESS MODEL CANVAS* DAN ANALISIS SENSITIVITAS**

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## **ABSTRAK**

Meeroket merupakan bisnis yang bergerak di bidang *Food & Beverage* yang menyajikan berbagai menu makanan dan minuman olahan dengan menu utama berbahan baku mi. Meeroket adalah hasil pengembangan bisnis Mie XYZ yang akan dikembangkan di Tangerang. Sebelum menjalankan suatu bisnis, perlu membuat perhitungan terlebih dahulu tentang kelayakan bisnis tersebut yang ditinjau dari aspek berupa analisis proyeksi laporan keuangan (*Laba Rugi dan Cash Flow*), NPV, PP, IRR, dan PI. Kemudian, ditinjau dari aspek non finansial seperti aspek manajemen dan organisasi, aspek pasar, aspek teknis dan operasional, aspek lingkungan dan sosial, serta aspek hukum. Selanjutnya, perlu menganalisis sensitivitas yaitu dengan memproyeksikan laba dalam beberapa kondisi. Berdasarkan hasil pengolahan data, diperoleh bahwa kondisi optimis dan moderat ditanyakan layak, sedangkan pesimis dinyatakan tidak layak. Pada kondisi optimis didapat NPV Rp2.022.520.339,56, PP 1 tahun 8 bulan, nilai PI sebesar 1.30 dan nilai IRR sebesar 86,996%. pada kondisi moderat didapat NPV Rp124.934.762,82, PP 4 tahun 4 bulan, nilai PI sebesar 1.08 dan nilai IRR sebesar 8,571%. pada kondisi pesimis didapat NPV -Rp1.584.477.858,23, PP lebih dari 5 tahun, nilai PI sebesar 0.88 dan nilai IRR sebesar 136,993%. Namun, yang dipilih pada kondisi optimis karena memiliki NPV, PP, IRR, dan PI paling besar dan ditinjau dari aspek non-finansial Meeroket juga dinilai layak.

**Kata Kunci:** Kelayakan, Sensitivitas, *Business Model Canvas*

# FEASIBILITY ANALYSIS OF MEEROKET FOOD AND BEVERAGE BUSINESS WITH THE BUSINESS MODEL CANVAS METHOD AND SENSITIVITY ANALYSIS

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## ABSTRACT

*Meeroket is a business engaged in the Food & Beverage sector which serves a variety of processed food and beverage menus with the main menu made from noodles. Meeroket is the result of the development of XYZ Noodles business which will be developed in Tangerang. Before running a business, it is necessary to make calculations about the feasibility of the business in terms of aspects such as analysis of projected financial statements (Profit and Loss and Cash Flow), NPV, PP, IRR, and PI. Then, it is reviewed from non-financial aspects such as management and organizational aspects, market aspects, technical and operational aspects, environmental and social aspects, and legal aspects. Furthermore, it is necessary to analyze the sensitivity, namely by projecting profits in several conditions. Based on the results of data processing, it was found that the optimal and moderate conditions that were asked were feasible, while pessimism was declared not feasible. Under optimistic conditions, the NPV is Rp2.022.520.339,56, PP 1 year 8 months, the PI value is 1.30 and the IRR value is 86,996%. in moderate conditions, the NPV was Rp124.934.762,82, PP 4 years and 4 months, the PI value was 1.08 and the IRR value was 8,571%. in pessimistic conditions obtained NPV - Rp1.584.477.858,23, PP more than 5 years, PI value of 0.88 and IRR value of 136,993%. However, those selected in optimistic conditions because they have the largest NPV, PP, IRR, and PI and from a non-financial perspective, Meeroket is also considered feasible.*

**Keywords:** *Feasibility, Sensitivity, Business Model Canvas*