ANALISIS KELAYAKAN DAN PENGEMBANGAN USAHA LAUNDRY

(STUDI KASUS DI LAUNDRY XYZ CINERE)

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ABSTRAK

Laundry XYZ adalah sebuah toko usaha laundry yang berada di pinggir jalan di jalan raya Cinere. Banyaknya kebutuhan masyarakat akan laundry membuat usaha laundry bertambah dan semakin banyak persaingan. Selain itu, pemilik usaha laundry XYZ juga ingin melihat prospek kedepannya apakah layak dilanjutkan dan dikembangkan atau tidak. Laundry XYZ berkeinginan untuk membuka cabang apabila usaha ini layak dilanjutkan dan dikembangkan. Untuk menentukan layak atau tidaknya usaha laundry XYZ maka diperlukan analisis kelayakan usaha secara menyeluruh. Analisis ini melibatkan pemeriksaan berbagai metrik keuangan termasuk NPV, PP, PI, dan IRR serta analisis sensitivitas dalam tiga kondisi: *optimistic*, *best*, dan *pessimistic*. Selain itu, faktor non-keuangan seperti analisis pasar, strategi pemasaran, dan pertimbangan lingkungan juga diperhitungkan. Hasil analisis baik finansial maupun non finansial kemudian digunakan untuk menentukan kelayakan usaha dimana laundry XYZ layak dilanjutkan dan dikembangkan. Hasil Analisis Finansial menyimpulkan bahwa usaha Laundry XYZ tidak layak dijalankan. Pada analisis sensitivitas, kondisi *optimistic* tidak layak dijalankan karena hasil dari PP jauh dari yang ditentukan. Kondisi *pessimistic* tidak layak dijalankan karena tidak memenuhi keempat syarat. Kondisi *best* layak dijalankan karena memenuhi semua syarat. Hasil analisis non-finansial menyimpulkan bahwa usaha Laundry XYZ layak dijalankan.

Kata Kunci : Laundry, Aspek Finansial, Analisis Sensitivitas, Analisis Non-finansial

FEASIBILITY ANALYSIS AND DEVELOPMENT OF LAUNDRY SHOP

(STUDY CASE IN LAUNDRY XYZ CINERE)

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ABSTRACT

Laundry XYZ is a laundry business shop located on the side of the road on Jalan Raya Cinere. The large number of people's needs for laundry makes the laundry business increase and there is more competition. In addition, the owner of the XYZ laundry business also wants to see future prospects whether it is feasible to continue and develop or not. XYZ Laundry wants to open a branch if this business is feasible to continue and develop. To determine whether XYZ's laundry business is feasible or not, a thorough business feasibility analysis is needed. This analysis involves examining various financial metrics including NPV, PP, PI, and IRR as well as sensitivity analysis under three conditions: optimistic, best, and pessimistic. In addition, non-financial factors such as market analysis, marketing strategy and environmental considerations are taken into account. The results of both financial and non-financial analysis are then used to determine the feasibility of a business where XYZ laundry is feasible to be continued and developed. The results of the Financial Analysis conclude that the XYZ Laundry Business is not feasible. In the sensitivity analysis, optimistic conditions are not feasible because the PP results are far from what was determined. The pessimistic condition is not feasible because it does not fulfill the four conditions. The best condition is feasible because it meets all the conditions. The non-financial analysis results conclude that the XYZ Laundry Business is feasible.

Keywords *: Laundry, Financial Aspect, Sensitivity Analysis, Non-financial Analysis*