



**FEASIBILITY STUDY ANALYSIS OF FURNITURE BUSINESS
(Case Study on Micro, Small, and Medium Enterprises Furniture at CV. XX in
Bandung city)**

By:

UNDERGRADUATE FINAL PROJECT

Submitted as one of requirements to obtain

Sarjana Administrasi Bisnis

By:

Fujianty Nur Lestari Sukarno

ID no. 015201900053

FACULTY OF BUSINESS

BUSINESS ADMINISTRATION STUDY PROGRAM

PRESIDENT UNIVERSITY

CIKARANG, INDONESIA

October 2022

PLAGIARISM DOCUMENT

FEASIBILITY STUDY OF FURNITURE BUSINESS USING FEASIBILITY BUSINESS ASPECTS

ORIGINALITY REPORT

14%	13%	6%	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	repository.president.ac.id Internet Source	5%
2	ngada.org Internet Source	1%
3	www.anggaran.depkeu.go.id Internet Source	1%
4	download.garuda.kemdikbud.go.id Internet Source	1%
5	Hardiansyah Hardiansyah, Desi Harsanti. "Business Feasibility Study on Hydroponic Vegetable Business in Ciawi Bogor Area (Bogor Veggies Case Study)", Majalah Ilmiah Bijak, 2021 Publication	<1%
6	www.coursehero.com Internet Source	<1%
7	www.philipjusuf.com Internet Source	<1%

8	eudl.eu Internet Source	<1 %
9	mahasyimiyah.wordpress.com Internet Source	<1 %
10	mm2017web.wordpress.com Internet Source	<1 %
11	jurnal.untag-sby.ac.id Internet Source	<1 %
12	F N Saputri, B K Kurniawan, D I Suryono. "Furniture and accessories design process in Melania nursing home in Jakarta", IOP Conference Series: Earth and Environmental Science, 2021 Publication	<1 %
13	W Utami, N G Khrisnabudi, L Farida, M Apriono, E S Utami, Sudarsih, T A Gumanti, D A R Wulandari. "Measurement of maturity of small medium agroindustry business processes in Jember, Indonesia", Journal of Physics: Conference Series, 2020 Publication	<1 %
14	umpir.ump.edu.my Internet Source	<1 %
15	repository.wima.ac.id Internet Source	<1 %

16	Imam Koeswahyono, Diah Pawestri Maharani, Airin Liemanto. "Legal breakthrough of the Indonesian job creation law for ease, protection, and empowerment of MSMEs during the COVID-19 pandemic", Cogent Social Sciences, 2022 Publication	<1 %
17	Sumarto Sumarto. "Equalization and Standardization of Management of Education in Madrasah", HUNAFA: Jurnal Studia Islamika, 2017 Publication	<1 %
18	journal.maranatha.edu Internet Source	<1 %
19	repository.radenintan.ac.id Internet Source	<1 %
20	www.slideshare.net Internet Source	<1 %
21	www.theseus.fi Internet Source	<1 %
22	Devi Asiati, Ngadi Ngadi, Yulinda Nurul Aini, Yanti Astrelina Purba. "chapter 24 Sustainability of MSMEs in Indonesia", IGI Global, 2021 Publication	<1 %

32	fathoni0809.wordpress.com Internet Source	<1 %
33	library.oapen.org Internet Source	<1 %
34	repositorio.upse.edu.ec Internet Source	<1 %
35	www.ncbi.nlm.nih.gov Internet Source	<1 %
36	Emi Suwarni, Maidiana Astuti Handayani. "Development of Micro, Small and Medium Enterprises (MSME) to Strengthen Indonesia's Economic Post COVID-19", Business Management and Strategy, 2021 Publication	<1 %
37	repository.stiemahardhika.ac.id Internet Source	<1 %
38	ijmr.net.in Internet Source	<1 %
39	pajaksite.files.wordpress.com Internet Source	<1 %
40	smb.demopolistimes.com Internet Source	<1 %

CHAT GPT ZERO RESULT

Stats

Average Perplexity Score: 81.000

A document's perplexity is a measurement of the randomness of the text

Burstiness Score: 37.418

A document's burstiness is a measurement of the variation in perplexity

Your sentence with the highest perplexity, *"In this case, the author is keen on conducting a feasibility analysis for a specific Micro, Small, and Medium Enterprise (MSME) in the furniture industry located at St. Pasirkoja, Sukahaji Village, the Babakan Ciparay District, Bandung city, known as CV.XX."*, **has a perplexity of: 142**

ABSTRACT

The furniture industry is one of the industries that is showing positive growth amid the Covid-19 pandemic that hit the Indonesian economy. In the 2nd quarter of 2020, the impact of the Covid-19 pandemic on the Indonesian economy was got contraction down to -3.4%. However, the Indonesian economy has recovered quickly due to the role of micro, small and medium enterprises (MSMEs) in furniture industry, thus providing a positive forecast for the Indonesia economy in the future. CV.XX, headquartered in St. Pasirkoja, Sukahaji Village, Babakan Ciparay District, Bandung City, West Java, Indonesia has become one of the micro, small and medium enterprises (MSMEs) in the furniture industry that contribute to stabilize Indonesian economy. Changing the new business model from a Business-to-Business (B2B) in to a Business-to-Consumer (B2C) become a business development effort carried out by CV.XX in reaching a wider range of furniture sales. Business development makes researchers want to know whether the business with the new business model is feasible or not to run. This study aims to determine the feasibility level of Micro, Small, and Medium Enterprises (MSMEs) CV.XX in terms of non-financial aspects and financial aspects. In this study, researcher used qualitative and quantitative methods to process data collection using primary and secondary data. The results of research on non-financial aspects show that several aspects are feasible and not feasible. Although, the not feasible aspects do not affect the business is run. Regarding the financial aspect, with an initial investment of Rp 137,424,791.67,-, the projected cash flow in the 1st year is -Rp215.972.291,67,-, in the 2nd year is Rp -Rp247.272.166,67,-, in the 3rd year is Rp -Rp215.660.388,57,-, and in the 4th year is Rp -Rp92.917.220,53,-. However, starting from the 5th year, it shows a positive cash flow amounting to Rp Rp146.659.632,21,. In summary, this indicates that the amount of money coming in exceeds the amount of money spent to run the business starting from the 5th year. CV.XX also generates a Net Present Value (NPV) of Rp 174.141,491,75,-, which is positive ($NPV > 0$). The Payback Period is 4 years and 1 months, which is considered feasible since it is less than 5 years.

Keywords: *Feasibility Study, SMEs, Feasibility Aspects, Furniture*

TABLE OF CONTENT

APPROVAL SHEET	i
FINAL PROJECT ADVISER RECOMMENDATION LETTER.....	ii
DECLARATION OF ORIGINALITY	iii
STATEMENT OF ORIGINALITY	iv
ADVISOR APPROVAL FOR JOURNAL/INSTITUTION'S REPOSITORY	v
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST.....	vi
PLAGIARISM DOCUMENT.....	vii
CHAT GPT ZERO RESULT	xi
ABSTRACT.....	xii
ACKNOWLEDGEMENT.....	xiii
TABLE OF CONTENT.....	xiv
LIST OF FIGURE	xvi
LIST OF TABLE	xvi
CHAPTER I INTRODUCTION	1
1.1 Research background	1
1.2 Problem statement.....	2
1.3 Research objectives	2
1.4 Outline of the research.....	3
CHAPTER II LITERATURE REVIEW.....	4
2.1. Micro, Small, and Medium Enterprises (MSMEs)	4
2.2. Furniture and Mabel.....	5
2.3. Definition of business feasibility study	5
2.4. Business feasibility study aspects.....	6
2.4.1. Legal aspect	6
2.4.2. Market and marketing aspects	7
2.4.3. Management aspect	9

2.4.4. Technical and technological aspects.....	9
2.4.5. Environmental aspects.....	10
2.4.6. Financial Aspect.....	10
2.5. The objectives of business feasibility study.....	12
CHAPTER III METHODOLOGY	13
3.1. Research location and time.....	13
3.2. Research design	13
3.3. Data collection design.....	14
3.2.1. Primary data.....	14
3.2.2. Secondary data.....	14
3.4. Data analysis	14
3.5. Data validation.....	15
CHAPTER IV RESULT AND DISCUSSION	16
4.1. Background of research object	16
4.2. Research data analysis	16
4.2.1. Legal aspect	17
4.2.2. Market and marketing aspects	18
4.2.3. Management aspect	23
4.2.4. Technical and technological aspects.....	24
4.2.5. Environmental aspects.....	27
4.2.6. Financial aspect.....	27
CHAPTER V CONCLUSION AND SUGGESTIONS.....	36
5.1. Conclusion.....	36
5.2. Suggestions.....	37
REFERENCE.....	xxxviii
ATTACHMENT	xlii
ABOUT THE AUTHOR	xliv

LIST OF FIGURE

Figure 1.1 Furniture Industry Growth in Indonesia, 2011-2022.....	1
Figure 3. 1 Mixed sequential exploration	15
Figure 4. 1 Total population of each district in Bandung City	22
Figure 4. 2 Organization Structure	23
Figure 4. 3 Layout	25
Figure 4. 4 Production Process	26

LIST OF TABLE

Table 3. 1 Research Time	13
Table 4. 1 Population in Bandung City 2018-2022	19
Table 4. 2 Average of total demand competitor per year.....	20
Table 4. 3 Price Sale.....	21
Table 4. 4 Net initial investment	28
Table 4. 5 The Average of Product Produced Projection.....	29
Table 4. 6 Summary of Income Projection	30
Table 4. 7 Depreciation Cost	30
Table 4. 8 Fixed Cost	31
Table 4. 9 Variable Cost	31
Table 4. 10 Income Statement.....	32
Table 4. 11 Cash Flow.....	32
Table 4. 12 Net Present Value.....	34
Table 4. 13 Payback Period.....	35