

ABSTRAK

Studi Kelayakan Bisnis ini dibuat untuk mengetahui kelayakan dari pembuatan bisnis Gâteau Studio berdasarkan gagasan awal, aspek pemasaran, operasional, sumber daya manusia, dan finansial. Gagasan awal pendirian bisnis ini adalah penulis melihat adanya perkembangan makanan dan minuman yang harus didukung dengan aspek pendidikan. Metode pengumpulan data yang digunakan adalah melalui penyebaran kuesioner dengan responden berjumlah 151 responden, dimana responden dipilih melalui *convenience sampling*. Selain itu, metode pengumpulan data yang digunakan juga meliputi wawancara dan studi pustaka. Analisis aspek pemasaran menggunakan analisis *Strength, Weakness, Opportunity, dan Threats* (SWOT), analisis *Segmenting, Targeting, dan Positioning* (STP), analisis *Five Forces Porter*, analisis bauran pemasaran, dan analisis *Business Model Canvas* (BMC). Analisis aspek operasional dilakukan dengan menentukan lokasi, kegiatan operasional yang dilakukan, dan peralatan atau teknologi yang digunakan. Aspek organisasi dan sumber daya manusia dilakukan dengan menganalisis struktur organisasi, *job description* untuk setiap jabatan, gaji dan tunjangan, serta jadwal kerja. Dalam hal aspek finansial, penulis menganalisa kebutuhan investasi awal, proyeksi laporan keuangan, dan analisis penilaian investasi menggunakan WACC, IRR, NPV, *Profitability Index* (PI), dan *Payback Period*. Hasil dari Studi Kelayakan Bisnis Gâteau Studio di Surabaya Selatan dapat dikatakan bisnis ini layak untuk dijalankan.

Kata Kunci: Studi Kelayakan bisnis, Gâteau Studio, *Analisa SWOT, Five Forces Porter, Business Canvas Model*

ABSTRACT

This Business Feasibility Study was conducted to assess the feasibility of establishing Gâteau Studio based on the initial concept, marketing aspects, operational considerations, human resources, and financial factors. The initial concept for starting this business arose from the author's observation of the evolving food and beverage industry, emphasizing the importance of educational aspects. Data collection methods included the distribution of questionnaires to 151 respondents selected through convenience sampling, along with interviews and literature reviews. Marketing analysis utilized Strengths, Weaknesses, Opportunities, and Threats (SWOT), Segmenting, Targeting, and Positioning (STP), Five Forces Porter analysis, marketing mix analysis, and Business Model Canvas (BMC) analysis. Operational analysis involved determining the location, operational activities, and equipment or technology used. Organizational and human resource aspects were analyzed through organizational structure, job descriptions for each position, salary and benefits, and work schedules. Financial aspects were examined by analyzing initial investment needs, financial statement projections, and investment evaluation using WACC, IRR, NPV, Profitability Index (PI), and Payback Period. The results of the Business Feasibility Study for Gâteau Studio in South Surabaya indicate that the business is deemed feasible for implementation.

Keywords: *Business Feasibility Study, Gâteau Studio, SWOT analysis, Five Forces Porter, Business Model Canvas*