

***Analysis of the Business Development Potential of XYZ Bakery
Sepanjang Branch, Sidoarjo***

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ABSTRACT

XYZ Bread Business, Sepanjang Branch, is a Micro, Small, and Medium Enterprise (MSME) established in 2004. However, its business development has not been optimal due to limitations in digital marketing, financial recordkeeping, business legal compliance, aging machinery and equipment, and environmental management. This study aimed to analyze the business feasibility from non-financial and financial perspectives and to formulate alternative business development strategies based on SWOT analysis. A mixed-methods approach with a parallel convergent design was employed by collecting primary and secondary data simultaneously. Samples were selected using purposive sampling and consisted of informants and expert respondents. The non-financial feasibility analysis indicated that the market and marketing, technical and technological, and human resource management aspects were highly feasible, while the environmental and legal aspects were feasible. The financial analysis also showed that the business was feasible, with a Net Present Value (NPV) of IDR 1,886,198,507, an Internal Rate of Return (IRR) of 173.35%, a Benefit-Cost Ratio (B/C Ratio) of 1.52, and a Payback Period (PBP) of 0.72 years. SWOT analysis recommended expanding digital marketing, implementing scheduled maintenance of production equipment, improving employee competencies through business management training, and implementing customer loyalty programs to enhance business performance, retain customers, and support sustainable business development.

Keywords: *Business Feasibility, Bakery MSME, Financial Analysis, SWOT Analysis, Business Development Strategy*