

BUSINESS FEASIBILITY ANALYSIS OF D'SWEETY LAYERS DESSERT CAKE

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Abstract – Dessert is a food served as a cover after the main food that is often found in various countries, including Indonesia. In Indonesia, dessert is usually called "*makanan pencuci mulut*". Dessert is identical with a sweet taste that is able to arouse the appetite of those who see it because of its attractive appearance. Therefore, an analysis will be carried out regarding the feasibility of the business in the dessert industry to be able to determine the sustainability of the business. In this business plan, a name will be given according to the dessert product that will be launched later, namely D'Sweety Layers which can describe a layered dessert cake with a sweet taste, which is called layers crepes cake. The target audience segmentation is the millennial generation and Z generation, who have so far been accustomed to following trends. D'Sweety Layers will be located in the city of Bekasi and open every day except Wednesday our shop is closed. This business plan uses the SWOT, PESTLE and financial planning methods in conducting its analysis. The capital needed to build this business is IDR 730,000,000 with a payback period in 3 years.

Keywords: Dessert business, feasibility study, business plan

Introduction

Since Indonesia has been a major trade route for centuries, cakes have a long history in Indonesia. The influx of immigrants to Indonesian soil has long contributed to the beauty of this country's culinary traditions as well as its customs and culture in general. It is believed that the sugar commodity, which at that time was the prima donna, marked the beginning of the entry of cakes from other regions of the world to Indonesia, according to (Pondan, 2021). One of the dessert cakes that have appeared thousands of years ago and is still a trend today, crepes which are thin cakes made from wheat flour with sweet toppings, crepes originating from France which were discovered in 1390, the development of crepes in the same era increasingly modern with a variety of diverse variations (Muhadzib, 2021). Even though crepes are not food that originates from Indonesia, the texture of the crepes can captivate Indonesian people, who are in demand from various groups, from children to adults, (Fitriani, 2014). Mille crepes is one of the innovations of the crepes themselves, mille crepes is a cake originating from France which has 20 layers of crepes, each layer separated by cream, the word mille itself means thousands, namely the many layers of each sheet of crepes, (Indriyani, 2014).

Based on the Mordor Intelligence report, regarding market size and estimated cake value with global market segmentation in Europe, North America, South America, Asia Pacific, Middle East and Africa geography. That the cake market with the fastest and largest growth in the estimated period from 2022 to 2027 is Asia Pacific with a CAGR of 3.5%. The COVID-19 crisis period has sped up the cake market through innovations and created a simple way for customers to order cakes while relaxing at home. Most of the grocery stores, superstores, and e-commerce grocery and bakery websites sold several varieties of cakes and offered free delivery alternatives or minimal delivery fees. The simplicity of lockdown also has encouraged producers of artisanal cakes to flood the market with new goods, challenging the branded category more quickly. Because of this aspect, there have even been product shortages at some

counters, enabling manufacturers to start expanding their capacity. On a medium-term basis, artisanal/unpackaged cakes outsold packaged and industrial cakes in terms of sales volume and value. The cake industry is undergoing changes because to factors like rising consumption, evolving preferences, and the advent of small manufacturers (MordorIntelligence, 2021).

Based on the results of research conducted by Populix regarding the things that people consider when buying dessert, there are respondents in the age group from 18 to 30 years, the majority are more familiar with various kinds of dessert brands compared to respondents in the age group over 30 years. Based on the results of the respondents, in the first position that taste quality is the most important thing in buying dessert, there were as many as 46% of respondents stating this. The second position is followed by an affordable price in buying dessert, namely 27% of respondents. Another factor in buying dessert is one of them due to attractive promos that can influence consumer decisions in buying desserts, namely the percentage of 14% of respondents. Furthermore, what is no less considered by the public in buying desserts is the product variation factor which has an influence of 11%. Other influential factors regarding product packaging and also other factors with a size of 1% for each respondent. On the other hand, 44% of respondents stated that mood enhancement was the main reason Indonesians bought dessert. Another reason was that 37% of respondents said they liked dessert, 10% of respondents bought it out of curiosity after it went viral, and 9% wanted to compare tastes. As many as 51% of those surveyed spend an average of IDR 50,000 to IDR 150,000 every month on dessert. And only 5% of respondents reported spending more than IDR 250,000 on monthly desserts, (Angelia, 2022).

The majority of Indonesian people on average like sweet food and drinks, from the survey results that have been summarized by Databoks. In 2018, 40.1% of respondents consumed sweet food more than once per day. While the term 1-6 times per week in consuming sweet foods is 47.8% and those who consume less than 3 times a month are only 12%, (Ahdiat, 2022). The primordial drive of the brain is another factor that makes someone truly want to consume sweets after a substantial meal. The bodies always want for food that is different from the previous food and has a distinct flavour. You will undoubtedly eat an appetizer menu, the majority of which are savory items, before consuming substantial meals. And the body also needs to eat sweet foods that can improve mood after the appetizer and appetizer menus have been eaten (Kuliner, 2020).

Many businesses could locate their company development in the city of Bekasi, a satellite city of Jakarta. Bekasi is a region that is equally as developed as Jakarta and serves as a buffer zone for the capital city. By serving as a buffer city, Bekasi fosters a neighborhood with a thriving economy. Due to their tremendous potential, investors have turned their attention to a number of areas in this metropolis. So that the city of Bekasi has a lot of commercial area development and business centers in this city, Bekasi is a potential location for doing business because it has a strategic location, a modern city concept and easy access (D'Mansion, 2021). Bekasi City's population and economic growth, both of which are occurring quickly, indicate that the city has excellent future economic potential and that this potential must be exploited (Mediaindonesia.com, 2019).

Formulation of The Problem

The dessert industry is growing as a sweet food, so the authors plan to make a dessert cake business with the main menu being crepes cake. In order for the business to run smoothly as it should, it requires research as well as planning. With this research, the authors hope to inspire many people and entrepreneurs to be able to develop their business.

Method

The research method used by the author in analyzing the feasibility of the D'Sweetie Layers business is:

- a) SWOT Analysis
- b) PESTLE Analysis
- c) Financial Planning: Return on assets (ROA) and Payback Period

SWOT Analysis

The SWOT analysis, which stands for strengths, weaknesses, opportunities, and threats, is a method used in corporate planning to evaluate how a firm stacks up against its rivals (Dac, 2022). The SWOT Analysis is also referred to as an Internal-External Analysis since it considers both internal and external issues. Having a SWOT analysis is a powerful tool in helping to identify competitive opportunities to improve and to be in the forefront of trending markets (Raeburn, 2022).

PESTLE Analysis

PESTLE analysis is a risk management technique used to assess a company's external environment. The potential and hazards posed by political, economic, social, technological, legal, and environmental variables are broken down in this research, according to (Oktriwina, 2021). Businesses may get fresh insights on the macro environment from a variety of viewpoints by using this PESTLE study. It can successfully prepare for the future and make better judgments because to the flexibility of this analysis, (Nurazliani, 2022).

Return on Assets

One of the metrics used to determine the profit-to-capital ratio is ROA. By calculating ROA, you may evaluate the difference between the firm's earnings and the nominal worth of its assets over a specific time period, and you can use this information to inform future strategy-making with corporate stakeholders. (NISP, 2021).

$$ROA = \frac{LabaBersih}{TotalAset}$$

Payback Period

The payback period is the amount of time needed to recover the value of the issued investment. The Payback Period analysis approach seeks to ascertain the length of time (period)

during which the investment will yield a return. (Rafli, 2022).

$$\text{PaybackPeriod} = n + \frac{(a + b)}{(c - b)} \times 1 \text{ year}$$

n = the last year when the total amount of cash flows still cannot cover the initial investment nominal.

a = initial investment amount

b = cumulative total cash flows in the nth year period

c = cumulative total cash flows in the nth year period.

Business Overview

D'Sweety Layers is a dessert cake with the basic ingredients of flour which is processed into thin crepes sheets then layered with cream as a separator for each layer. D'Sweety Layers has a variety of interesting flavors and colors accompanied by fillings and fruit toppings so that it becomes a blend delicious and healthy too. D'Sweety Layers is also an innovation made in keeping with the progress of the times which can include market segmentation. D'Sweety Layers uses good quality ingredients to produce quality dessert products. To support customer satisfaction with delicious products, D'Sweety Layers also places great importance on service quality. D'Sweety Layers uses good quality ingredients to produce quality dessert products. To support customer satisfaction with delicious products, D'Sweety Layers also places great importance on service quality. Quality is basically a form of encouragement for consumers because basically customers make a final decision in the market about the quality of an item, according to (Jean Richard Jokhu, 2021). According to Janghiz Syahrivar, one of President university lecturer, when compared to the product offerings of rival brands, perceived quality measures how much of a brand is seen to deliver high-quality goods and services, since client buying is mostly influenced by perceived quality. D'Sweety Layers will provide the best service as there is culture 5S (*Senyum, Salam, Sapa, Sopan, Santun*) which is able to increase customer satisfaction in visiting the D'Sweety Layers store. Since it is associated with beneficial economic results like higher sales and customer loyalty, customer satisfaction is an important component of a corporate facility (Vera, 2018). To put it another way, a customer is a shareholder in a business who pays for the offer made to him by the business in order to satisfy a need and maximize pleasure (Sonny, 2021). In addition, D'Sweety Layers products support environmentally friendly programs by using product packaging that is environmentally friendly and even reusable. According to (Genoveva, 2020), green marketing is an endeavor to satisfy customer wants while also being environmentally conscious.

Results and Discussions

Analysis Industry

Industry analysis was carried out using the SWOT and PESTLE analysis methods.

SWOT Analysis

In general, in preparing a business to be able to find aspects that exist in a business, namely by conducting a SWOT Analysis, below are the aspects that have been analysis, including:

- **Strength**

- a. D'Sweet Layers is in a strategic location in the middle of the city of Bekasi, precisely in Galaxy, South Bekasi. The densely populated city location is in the middle of the Galaxy residential area.
- b. There is ample parking space available to accommodate a large number of four-wheeled and two-wheeled vehicles, making it easier for visiting customers to enjoy the delicious D'Sweet Layers dessert cake.
- c. Comfortable cafe atmosphere as well as interior design with an interesting concept so that customers can enjoy food in an atmosphere that can provide comfort.
- d. Free wifi network available without minimum purchase.
- e. Friendly service by prioritizing greetings, smiles and greetings to every customer who comes.
- f. Dessert cake with a unique texture and different from other desserts is supported by a delicious and memorable taste on each layer that is owned by layers of crepes cake. It is also available with various variants, one of its unique menus, namely roll crepes cake.
- g. Affordable prices and prioritizing high quality.
- h. D'Sweet Layers uses environmentally friendly packaging with safe and sturdy quality packaging so that the dessert inside is maintained.

- **Weaknesses**

D'Sweet Layers will start in early 2025, which makes D'Sweet Layers not yet have supporting things, such as testimonials which are a source of trust in attracting other consumers. There are many competitors who have more choices of dessert cakes in their business and other well-known brands that already have names and trust from the community earlier. This could be a weakness for the process of developing D'Sweet Layers.

- **Opportunity**

- a. Bekasi is a densely populated city in which there are many office workers with a myriad of activities which cause stress due to the pressure and quite a lot of tasks at work. To neutralize this, it can be a support for them during their time relaxing by eating sweet foods as a solution that can improve one's mood, so this can be an opportunity for D'Sweet Layers to advance and develop its business to grow.
- b. D'Sweet Layers focuses on the main menu, namely crepes cakes with various flavors, fillings and toppings, crepes cakes have a unique texture and are different from other cake businesses, so this is a pretty high opportunity because not all dessert cake shops produce layered crepes. cake.
- c. Has various sizes of crepes and has a roll variant, namely "Roll Crepes Cake" which can be an attraction for customers and an opportunity for D'Sweet Layers.

- **Threat**

- a. There are many similar businesses with reputable names that are trusted and widely known by the public, thus becoming a threat to D'Sweet Layers.
 - b. Not a few people understand and are aware of a healthy lifestyle such as going on a sugar consumption diet in consuming food or drink.
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PESTLE Analysis

Using Porter's Five, this can help in measuring profitability and competitors in the same industry.

- **Politic**

Based on the Law on Financial Relations between the Central Government and Regional Governments (UU HKPD), states that the tax rate for dining in restaurants as a tax on certain goods and services is a maximum of 10% (Pratama, 2022). MSMEs have also not fully taken advantage of market access despite having joined the digital ecosystem. The Ministry of Communication and Informatics recognized this and separated the training provided by the Digital Entrepreneurship Academy into three parts. First, encouraging digital entrepreneurs to adopt a growth attitude. Second, develop your digital technology use talents. Enhance your technology usage skills so you can better serve digital businesses (Prodjo, 2022). This is proof of the government's support for MSMEs with stable restaurant and cafe taxes, so that MSMEs can develop their business in a comfortable place without worrying about increasing taxes.

- **Economic**

In the digital era, which is increasingly developing, it is one of the government's efforts to restore the Indonesian economy through digitalization. With this, people can fulfill their daily needs through online ordering, thereby preventing crowds. Based on Nielsen data in March 2020, that 50% of consumers chose food delivery services in their daily life during the pandemic and 30% of consumers planned to make online purchases more often, (Dinisari, 2020).

- **Social**

According to Kompas.com, dessert is better known as food and drinks with a sweet taste, this type of food is usually called snacks, (Noviyanti, 2021). Based on a survey conducted by The Harris Poll in 2019, this survey stated that Indonesian people consume more snacks than heavy meals, Indonesians consume 3x snacks a day, compared to only 2.5x heavy meals a day, as many as 75% of respondents said that snacks are easier to consume during their activities and feel more compatible with the current lifestyle, as many as 77% of respondents, 18% of them prefer to consume snacks all the time and only occasionally consume heavy food, 53% of them say that they don't have much time to consume heavy meals, then from the results of the following survey found that snacks are very necessary to meet emotional and mental needs, as many as 93% stated that they eat snacks or commonly called "snacking" to improve mood, 91% respondents said "snacking" as me time those who provide a sense of comfort, and 84% stated "snacking" to provide intake for the body's needs, (Subhanie, 2019).

- **Technology**

Based on survey data results from the Katadata Insight Center, it shows that as many as 56.6% of respondents are active users of e-commerce sites, 35.9% stated that they actively used digital platforms as a food delivery service in the last 3 months, and 23% of other respondents use it to buy groceries and their daily needs. The survey was conducted online with 1,146 respondents, one of them in Jabodetabek. As many as 82%

of respondents are from generation Z. Some of the reasons they order food delivery online are because it is practical and bored with the food at home. According to Stefany, as many as 90% of them stated that they wanted to continue using digital services to order food after the pandemic ended, (Aria, 2021).

- **Law**

The public will have more trust and confidence in buying a product if the product has obtained permits and eligibility for use or consumption. Therefore, D'Sweety Layers is very concerned that the products it produces meet the safety and eligibility requirements for consumption, by ensuring that all basic ingredients and products are made in accordance with predetermined requirements. As regulated in Article 1 of Law Number 33 of 2014 concerning guarantees for halal products which states that the entire process of halal products starts from the provision of materials, processes to product presentation, according to (BPJPH, 2020).

- **Environment**

Environmental problems that occur due to the use of plastic-based materials tend not to be environmentally friendly, so they are difficult to decompose and take a very long time to decompose. In 2020, based on data from the Indonesia Packaging Federation, 28% in Indonesia use paperboard materials, 14% use packaging made from rigid plastic and the remaining 44% of the average packaging material is dominated by plastic materials. And plastic waste in Indonesia reaches 5.4 million tons per year. Food and beverage packaging is the highest order in using plastic materials. This is very dangerous if it continues. The Ministry of Industry of the Republic of Indonesia continues to advance and support food and beverage industry players in using environmentally friendly packaging, to minimize the use of plastic-based ingredients, (Alamsyah, 2021).

Operational Planning

- **Location**

The D'Sweety Layers store is located at Ruko Hoek Jl. Bintang No. 476A, Grand Galaxy City, Jakasetia, South Bekasi. The D'Sweety Layers location has easy access and has a large parking area. The D'Sweety Layers store is located in a strategic location in a commercial area, with a bustling population

- **Facility**

Facilities that will be provided by D'Sweety Layers such as cutlery, tables, chairs, free wifi, electronic plugs, instagramable photo spots and other devices to support the convenience of customers visiting D'Sweety Layers. Below is an illustration of

D'Sweety Layers with a design inspired by one of the café.

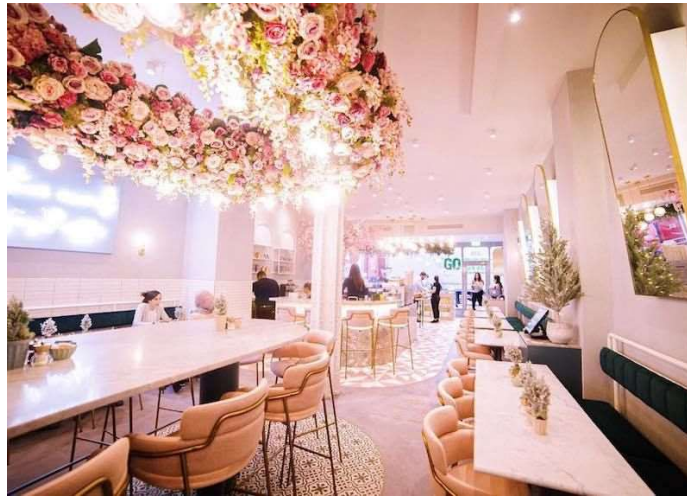


Figure. 1. D'Sweety Layers Interior Design

Financial Planning

- Source of Funds Report

Table 1. Source of Funds Report

Sources	Amount
Owner Investment	IDR 730,000,000
Total	IDR 730,000,000
Cost	Amount
Marketing and Promotion	IDR 7,930,000
Inventory	IDR 91,368,000
Equipment	IDR 13,211,500
Furniture	IDR 22,900,000
Employee Salary	IDR 431,600,000
Building (Rented)	IDR 55,000,000
Building Renovation	IDR 100,000,000
Legal Registration	IDR 2,500,000
Cash (Working Capital)	IDR 5,490,500
Total	IDR 730,000,000

The table above provides an explanation of the estimated initial investment as well as the expenses that will be needed in the first year of D'Sweety Layers. As well as from each need for components, the annual cost accumulation is carried out. Except for equipment and

furniture, because purchases are made at the initial investment only and only once.

- Cash Flow Statement

Table 2. Income Statement of D'Sweetey Layers

	Year 1	Year 2	Year 3	Year 4	Year 5
Beginning Balance	IDR 730,000,000	IDR 822,832,958	IDR 1,121,954,163	IDR 1,502,243,064	IDR 1,978,872,837
Sales Revenue	IDR 1,121,670,000	IDR 1,289,920,500	IDR 1,483,408,575	IDR 1,705,919,861	IDR 1,961,807,840
Sales Disburments					
COGS (30%)	IDR 336,501,000	IDR 386,976,150	IDR 445,022,573	IDR 511,775,958	IDR 588,542,352
Marketing Expenditures					
Marketing and Promotion	IDR 7,930,000	IDR 8,326,500	IDR 8,742,825	IDR 9,179,966	IDR 9,638,965
Employee Expenditures					
Salaries	IDR 431,600,000	IDR 474,760,000	IDR 522,236,000	IDR 574,459,600	IDR 631,905,560
Utilities Expenses					
Electricity and Water	IDR 10,000,000	IDR 10,500,000	IDR 11,025,000	IDR 11,576,250	IDR 12,155,063
Internet	IDR 12,000,000	IDR 12,600,000	IDR 13,230,000	IDR 13,891,500	IDR 14,586,075
Initial Inventory	IDR 91,368,000	IDR 95,936,400	IDR 100,733,220	IDR 105,769,881	IDR 111,058,375
Capital Expenditures					
Building Renovation	IDR 100,000,000	IDR -	IDR -	IDR -	IDR -
Equipment	IDR 13,211,500	IDR -	IDR -	IDR -	IDR -
Furniture	IDR 22,900,000	IDR -	IDR -	IDR -	IDR -
Legal Registration	IDR 2,500,000	IDR -	IDR -	IDR -	IDR -
Tax (0.5%)	IDR 826,542	IDR 1,700,245	IDR 2,130,057	IDR 2,636,932	IDR 3,233,650
Total Cash Outflows	IDR 1,028,837,042	IDR 990,799,295	IDR 1,103,119,675	IDR 1,229,290,088	IDR 1,371,120,039
Cash Flow	IDR 92,832,958	IDR 299,121,205	IDR 380,288,900	IDR 476,629,774	IDR 590,687,802
Ending Balance	IDR 822,832,958	IDR 1,121,954,163	IDR 1,502,243,064	IDR 1,978,872,837	IDR 2,569,560,639

From the calculation of the Break Even Point (BEP) above, it is expected that D'Sweetey Layers must achieve the sales target so that the incoming cash flow can cover the outgoing cash flow within 5 years.

- Payback Period

The duration of the payback time may be calculated using the payback period. Companies use payback time calculations to guide their investment choices, (Saretta, 2023).

Table 3. Payback Period

	Year 1	Year 2	Year 3	Year 4	Year 5
Initial Investment	730,000,000				
Cash Flow	92,832,958	299,121,205	380,288,900	476,629,774	590,687,802
Cumulative Cash Flow	92,832,958	391,954,163	679,410,105	856,918,674	1,067,317,575

Payback Period = $n + (a-b) / (c-b) \times 1 \text{ year}$

Hereby declare that the payback period of D'Sweetey Layers is 3 years and 3 months.

- Financial Ratio Analysis

Table 4. Financial Ratio Analysis

	Year 1	Year 2	Year 3	Year 4	Year 5
Return on Asset (ROA) Net Income / Total Asset	19%	16%	13%	12%	11%
Return on Sales (ROS) Net Income / Net Sales	29%	37%	39%	41%	42%
Return on Investment (ROI) Net Income / Cost of Investment	59%	88%	106%	127%	152%

In the first year, D'Sweety Layers recorded a return on investment of 59%, with positive and consistent profit growth so that it is predicted to have a good ratio with a profit of approximately 152% in the fifth year.

Conclusions and Recommendations

Based on the analysis that has been carried out by the author regarding the feasibility of D'Sweety Layers, it can be concluded that:

- The layer cake dessert business opportunity has quite good opportunities, based on Porter's Five Forces, SWOT analysis and PESTLE analysis, supported by a strategic area with a fairly high population density in the city of Bekasi.
- Based on the results of financial analysis regarding the payback period and financial ratio from D'Sweety Layers, it shows the feasibility of this business, the benefits for the owner
- Increasing innovation so that the business continues to grow and can compete with other competitors.

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