

BUSINESS FEASIBILITY STUDY OF HOME CAFE TATASOYA**Feivy Mutiaranisa Suratno¹, Sonny V. Sutedjo²**¹President University, feivy.suratno@gmail.com²President University, sonny@president.ac.id

ABSTRACT

Soybean has high nutritional value, so it is a food item that is good for the immune system and may be used to make healthier foods and beverages. Many people have modified their consumption patterns and lifestyles to become healthier since the global pandemic as a result of growing health concerns. As a result, it contributes to today's growing potential for a thriving culinary industry. This analysis will be conducted using the business feasibility technique to ascertain whether a business can run. This analysis will be conducted using the business feasibility technique. The company Tatasoya is creating a business plan for a home café that sells processed soybean products made into delectable, healthful foods and beverages that can be enjoyed daily. Tatasoya's primary target market is families and millennials who lead healthy lifestyles. From a marketing perspective, we have considered Tatasoya's promotion, particularly social media, paid celebrity advertisements, banners, brochures, and other channels. According to Tatasoya's financial research, the company will have a payback period of roughly three years and four months with a capitalization of roughly IDR 500,000,000. Additionally, in the fifth year, the NPV accumulated to IDR 541,812,634 with a ROA of 5% and a ROS of almost 36%. Tatasoya's business proved viable to run once the analysis was completed with positive results.

Keywords: Soy Business, Food and Beverage Business, Porter's Five Forces Analysis, Payback Period, Feasibility study.

1. Introduction

The food and beverage sector in Indonesia has a lot of potential. This sector is growing and has promising futures, which makes it more appealing to the community as a source of opportunity. (Tholib and Arifin 2021). A covid-19 pandemic in 2020 severely restricted people's ability to engage in outdoor activities, and even the majority of those activities were conducted online. The Indonesian population's awareness of a healthy lifestyle, including regular exercise, enough relaxation, and maintaining a nutritious diet that can boost endurance, has considerably increased as a result of this condition. Several Covid-19 research shows that between 10 and 35 percent of people change their eating patterns for the better. (Jaeger et al. 2021).

Cow's milk is a nutrient-rich food component that Indonesians frequently come upon. However, lactose intolerance, which results in vomiting and constipation after drinking cow's milk products, affects the majority of Asians, including Indonesians. (health.grid.id, 2019). Soy milk is an alternative to cow's milk for those who cannot consume cow's milk due to lactose intolerance or those who do not have the enzyme

lactase in their bodies because soy milk has nutritional value comparable to cow's milk and because soy milk does not contain as much lactose as cow's milk. (Arianty and MD 2019).

This business cafe specialized in soy milk because it is appropriate for people of all ages, including young people and the elderly. The soy beverages that are now available come in a variety of flavors, including the original, brown sugar, strawberry, green tea, and chocolate, as well as the newest addition of foam cream. Some variations are intended to catch the customer's attention. Customers are meant to be drawn in by this business's modest home café concept and the small, welcoming environment it creates. The Karanganyar region in Central Java is the ideal location for this business to be established due to the opportunities that open up in terms of interest, consumption, and lifestyle for healthy products. In particular, in the Colomadu region, where there will be 4,818 people per km² in 2021 (Badan Pusat Statistik Kabupaten Karanganyar 2022). Geographically, Colomadu is also situated between the regencies of Boyolali, Sukoharjo, and Surakarta, and this region is ideally situated to start a home café business. Tatasoya will be established in a region with many settlements, housing, and school areas, locations with high traffic that will serve as the business's target market. The author's family business, which sells soy milk and wishes to be converted into a home-based café with a more organized idea in business processing, served as inspiration for this venture by providing a selection of menu items made from soy.

By looking at the current opportunities regarding the home café business industry in Colomadu and the perceptions of surrounding customers, the researcher wants to develop a feasibility study through marketing planning and finance planning which will provide an explanation that can be considered before setting up a home café business, which Tatasoya's café home plans to opening in 2024. This feasibility study is one of the studies or studies that aims to determine whether a project can be implemented properly.

2. Literature Review

Business Overview

Tatasoya is a home café with an image of soy milk in a variety of variations while continuing to be a useful beverage to meet one's nutritional requirements. In this company, soybeans serve as the sun, and Tatasoya takes its name from 'Tatasurya' (the word solar system). Consequently, Tatasoya is a group of goods, primarily food and drink that are either based on or derived from soybeans. This company is anticipated to be like the sun, which may emit its light and be advantageous to human life.

The increasing variety of modern enterprises that have emerged with their unique qualities serve as a sign of the various types of advances that have taken place in this market. The popularity of beverages with bubble tops is currently extremely strong due to the spread of the bubble drink variety in major cities (Sari and Nasution 2022). Tatasoya's core offering is consequently soy milk, which comes in a variety of flavors like original, brown sugar, chocolate, strawberry, matcha, and coffee, as well as extra toppings like popping bubble, jelly, and cream foam that may be customized. Beverage items must continually innovate to stay relevant and create goods that are appealing, distinctive, memorable, and of course functional.

In addition to beverages, Tatasoya serves food in the form of Miesoya, a type of nutritious noodle that also contains has characteristic of soybeans and this noodles is homemade. Only four options are offered on this menu: the original Miesoya, black pepper, creamy, and creamy soup with varying levels of spice. This company's strategy for maintaining the caliber of its output is to manufacture using high-quality, recently harvested raw materials.

Tatasoya offers a variety of packaging solutions for takeout in order to support the goal to reduce plastic waste, including reusable cups, tumblers, and the option to bring your own tumblers. This develops into an atmosphere that accepts every customer and allows them to feel at ease making decisions about eco-

friendliness in general. Tatasoya will offer reasonably priced, well-offered family products to millennials who value living a healthy lifestyle.

Tatasoya will be promoted through social media platforms like Facebook, Instagram, and TikTok. Using social media to spread information to the general audience is currently quite effective. In addition, Tatasoya intends to hand out pamphlets. This will be done regularly and gradually to raise local consumers' awareness of Tatasoya.

Marketing Planning

Before creating a comprehensive marketing plan for a business or product, a marketing planner must be aware of the company's strategy and the pressures that are placed on marketing professionals (Triastity 2011). The marketing strategy outlines the company's history, competitors, and market possibilities and risks. Its goal is to add value for customers while maintaining the company's profitability (Raymond 2018). Three variables that will be used as consideration for marketing aspect in this study are Porter's Five Forces analysis, SWOT analysis, and PESTLE analysis.

Porter's Five Forces Analysis

Porter's Five Forces discusses competitive analysis is a widely used approach to develop strategy in many industries (Jimmy Foris dan Ronny Mustamu 2015). According to Michael E. Porter's book *Competitive Strategy*, five forces—competition between current competitors, the potential entry of new competitors, the potential development of substitute products, the bargaining power of sellers/suppliers, and the bargaining power of buyers/consumers—influence the level of competition in an industry. This analysis is a framework for evaluating business growth strategies by influencing or altering these strengths to create a favorable environment for the organization. It also analyzes the amount of competition in an industry (Chandra and Mustamu 2015).

SWOT Analysis

SWOT analysis is a tool that helps to enlarge capabilities and find out inefficiencies in company resources, market opportunities, and external threats for a better future (Inayati, Evianah, and Prasetya 2018). The analysis of SWOT, a strategic planning technique that assesses a company's strengths, weaknesses, opportunities, and threats, is included in the statement. Establishing specific targets in the management strategy process allows for external and internal analysis of the company's operations.

PESTLE Analysis

PESTLE analysis is a management strategy technique used to identify external business environmental elements that have an impact on a business, Political, Economic, Social, Technological, Legal, and Environment (Masturoh 2019). The purpose of this analysis is to comprehend an overall view of the environment in which the business operates, the opportunities that can be taken, and the risks that can be minimized. These risks relate to business growth or decline, position, as well as potential and strategic direction for the business (Rosani et al. 2021).

Financial Planning

The definition of financial management is a process that begins with planning, executing, and evaluating. Estimating future income and expenses is a part of financial planning, as is keeping track of them so that the goals can be affected and proceed as intended (Yousida Imawati et al. 2020). To test the feasibility of Tatasoya's business, namely Cash Flow, Payback Period, Net Present Value and Return on Assets.

Cash Flow

Operating cash inflows and operating cash outflows provide cash flow, which is a future operating flow maintained for the continuation of the business. A positive net cash flow happens when the cash inflow exceeds the cash outflow, and vice versa, a negative net cash flow happens when the reverse is true (Liadi and Suryanawa 2018). This cash flow is also a result of the requirement for the business to consider both its long-term ability to earn cash from sources outside the organization and its short-term ability to satisfy financial needs (Carolina, Marpaung, and Pratama 2018). Investors, creditors, and other parties can use cash flow ratio analysis in conjunction with traditional financial analysis to evaluate a company's ability to generate future positive net cash flows in general, to evaluate a company's ability to pay debts, dividends, and meet the funding requirements of external financing during a specific period, to determine the cause or reason for any discrepancy between net income and cash receipts and outlays, and to determine the cause or reason for any difference between net income and cash flow from operating activities (Pancawardani 2009).

Payback Period

The payback period is the amount of time a company organization needs to pass before making a profit. A rough indicator of risk is the payback period; the longer the repayment period, the higher the risk associated with the investment (Nurfitriani and Suryawati 2017). Although many other factors must be calculated and taken into account for further ways, this analysis may be useful in selecting a corporation as an investment item.

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

n = last year when the total amount of cash flow was still unable to cover the initial investment nominal

a = initial investment amount

b = cumulative total of cash flows in the n year period

c = cumulative total of cash flows in the 1+n year period

Net Present Value

The difference between the present value of cash inflows and cash-outs over a specific period is defined as net present value. NPV is used in capital budgeting and investment planning to estimate a project's profitability. In business, the ability and potential of a corporation to manage investments over the following few years are assessed using the NPV calculation. If the investment turns a profit, the plan will be carried through; however, if the NPV estimate indicates that the venture would lose money in the long run, it will be abandoned. Therefore, information on beginning cash outflows, future net cash inflows, and the desired minimum rate of return is needed in order to determine investment feasibility using the NPV technique. (Abuk and Rumbino 2020).

$$NPV = \sum_{i=1}^r \frac{\text{Cash Flow}_i}{(1+r)^i} - C_0$$

Where:

C_i = Cash flow per year in period i

C₀ = Initial investment value in year 0

r = The discount rate

and if,

NPV > 0 = The investment will be profitable/feasible

NPV < 0 = The investment will be unprofitable/not feasible

Profitability Ratio

The profitability ratio is used to evaluate a company's potential for profit. This ratio serves as an indicator of a company's managerial efficiency (Carolina et al. 2018). Profitability ratio shows profitability in relation to sales (gross profit margin and net profit margin), and profitability related to investment, namely Return on Assets (ROA) (Fajariyah and Susetyo 2020). This ratio represents the potential of management to generate profits. The level of a business's investment value is reflected by the level of ROA, which is higher (Aryaningsih, Fathoni, and Harini 2018).

$$ROA = \frac{Net\ Profit}{Total\ Assets}$$

3. Research Method

Type and Source of Data

This research uses a descriptive research model that contains information about business feasibility in marketing and financial planning. This descriptive research aims to precisely and methodically describe the characteristics of an object or subject within research. In addition, descriptive research is simple and easy enough for the reader to understand, which helps the reader understand the researcher's message and findings. The information collected information that reflects events as they are occurring or at the moment they are occurring. The type of data used is primary data obtained through direct observation and analysis. Meanwhile, secondary data sources were obtained from existing literature studies and also from regional data published on the website.

Data Collection Method

The technique used in research in collecting data is through literature and field studies. Literature study is a process that involves identifying supporting data and evaluating previous studies related to research. Meanwhile, research using study observation techniques collects data by making direct observations that supporting this research, such as daily business situations from the environment, market, to the time and location that are suitable for business.

Data Analysis Method

To gain information about business café home feasibility to support the analysis, in this study uses qualitative and quantitative methods. This research is qualitative because it provides an overview of the object of research with business concepts, geographical locations, and marketing plans such as Porter's Five Forces, SWOT analysis, and PASTLE analysis. And, in the form of a quantitative method because it also contains the results of financial planning calculations, such as Cash Flow, Payback Period, Net Present Value and Profitability Ratio.

Research Design

Below is the procedure carried out to complete the research:

1. Determine research topics, identify research problems, and determine objectives.
2. Looking for theories related to the research topic and used as a basic guide before conducting research analysis.
3. Determine the method used for research this can support research analysis.
4. Do data analysis.
5. Make conclusions based on the results of the study.

4. Results and Discussion

Marketing Planning

This section will elaborate the feasibility result in terms of marketing aspects using Porter's Five Analysis, SWOT Analysis, and PESTLE Analysis.

Porter's Five Forces Analysis

Porter's Five Forces analysis is one of the techniques Tatasoya employs to examine the business industry environment. This study is used to pinpoint industry structures and business models, as well as to assess a company's long-term profitability and estimate the amount of market rivalry.

Competitive Rivalry among Existing Competitors

Running a café is frequently considered as rivalry by business people. Many different kinds of cafés can be found; these can compete with Tatasoya either directly or indirectly. Tatasoya provides a variety of menu options for foods and drinks made from soybean extract. Even packaged soybean drinks are only available in supermarkets and markets in the Colomadu region, where Tatasoya's business models face limited competition. Tatasoya's attraction can be increased by the health benefits of soybeans, and as a result, there is great potential for progress and not much rivalry in the soy-based beverage and food industry. **Intensity: Low**

Bargaining Power of Supplier

Soybean is the primary ingredient used by Tatasoya. Soybeans are Indonesia's third-largest food source due to their high nutritional value, abundance in vegetable protein, and abundance in antioxidants that are good for the body. Indonesia still depends on imports of soybeans to meet its needs because demand is higher than supply. Import operations may be thought of as assisting supplier negotiation power because it will be simpler to discover substitute suppliers with high-quality items. **Intensity: Medium**

Bargaining Power of Buyer

Given the existence of alternatives on the market, purchasers of Tatasoya might be said to have significant bargaining power. Since Indonesia imports more soybeans each year, there must be a significant level of consumption for consumers to readily accept products made from soybeans. If they have intriguing and unique concepts that can help them compete with other similarly or differently situated business rivals who are more stable than Tatasoya, they may be able to attract new customers. **Intensity: High**

Threat of Substitution

In Indonesia, milk is frequently consumed includes a variety of milk, including cow, goat, almond, soy, hemp, and other varieties. Cow's milk can be substituted with soymilk, however, cow's milk is still more widely consumed. Additionally, there are numerous replacement soy milk beverages available in supermarkets in the type of packaged bottles. Because packaged soy milk lasts longer and is widely available in supermarkets across Indonesia, purchasing it is made very simple for consumers. Because many different dairy products can be used in place of soy milk products and because packaged soy milk is available for purchase in supermarkets, there is a high risk of substitution from soy milk products. **Intensity: High**

Threat of New Entry

Given that everyone needs food and beverages to survive, the culinary industry can be said to be one that will increase over time. In this way, the number of new enterprises in the food and beverage industry will undoubtedly increase. Along with the advancement of social media and technology, both help businesses grow and make it simpler for people to learn how to manage a business. For their company to survive, a lot of professionals in the food industry must constantly innovate. Additionally, there are no restrictions on starting new firms in the food and beverage industry in a location, and the government supports entrepreneurs who launch new businesses. Furthermore, the risk from new entrepreneurs is significant

because it is so easy and accessible to start a firm in a similar category. **Intensity: High**

SWOT Analysis

Tatasoya uses the SWOT analysis method for identify strengths, weaknesses, opportunities, and threats, which makes it simpler for businesspeople to understand the advantages and disadvantages of their enterprise. Additionally, understanding the possibilities and challenges businesses face will help them determine the best strategy for expanding Tatasoya's business. The following describes the SWOT analysis of Tatasoya's business:

Strength

- Tatasoya presents a café concept with a main menu that is healthy and of high quality and a special menu that customers may select from at reasonable costs and in accordance with their daily tastes.
- Customers at Café Tatasoya will always receive great food with a distinct soybean flavor as well as friendly service for their convenience.
- Due to being near three schools and community settlements, which many people frequent, the strategic location is straightforward to locate.
- Tatasoya offers amenities like internet, a cozy spot to hang out or work on tasks, and safety because it is fitted with CCTV so that customers may feel secure and enjoy while at Tatasoya.

Weakness

- Due to its newness and slightly unique concept, Tatasoya must establish its brand in a sizable market. Additionally, it can be difficult to capture customers' attention and earn their loyalty because there are so many powerful competitors in this area.
- Tatasoya continues to make sure that the products it offers are constantly fresh with good and precise handling because some of its products don't survive very long if not treated properly. Tatasoya needs legal production in order to persuade customers that its product is healthy.

Opportunity

- Right now, choosing a healthy lifestyle is popular among individuals, particularly among those of the millennial generation. People looking for wholesome and delectable food and beverages may find an option in Tatasoya's offerings.
- Customers may choose this over other options because it is still rare to sell noodles and soy milk straight to consumers. And this creates more opportunities to gain public recognition, and Tatasoya may use the current social media landscape's immense potential to promote this new brand throughout.

Threat

- There will continue to be an increase in café competitors in Colomadu, not only products from cafés but there are also more types of products from factories so that the existing competitors will also increase.
- Price instability and the availability of materials to make Tatasoya products will also have an uncertain effect on the profits that Tatasoya gets.

PESTLE Analysis

Business people can utilize this PESTLE analysis to comprehend operational circumstances outside of Tatasoya, which can aid in the evaluation of the company and the identification of opportunities and dangers in the broader operating environment. This approach examines social, technological, legal, political, economic, and environmental factors. Tatasoya's PESTLE analysis is as follows:

Political

MSMEs have a significant role in the Indonesian economy by contributing to regional growth and development. The form of government support for MSMEs can be seen from the ratification of the 2020 Job Creation Law, as well as having several programs that help MSMEs, namely National Economic Recovery (PEN), People's Business Credit (KUR), and the Proudly Made in Indonesia National Movement (BBI Germans).

Economic

The food and beverage industry is one of the industries that has recorded high revenue growth in recent years. In 2020 the increase was not much from before due to the Covid-19 outbreak, which increased by 1.58%, and in 2022 it experienced an increase of 4.9% compared to the previous year.

Social

Consumer behavior has a direct impact on how each person perceives and responds to the varied environments they encounter. Additionally, people use social media as a means for self-expression and widespread information exchange, which causes contemporary trends to spread quickly and widely and has an impact on the present food and beverage trends.

Technology

Technology is advancing so quickly in Indonesia, and its accessibility in the modern era provides many benefits to its users. With modern technology like smartphones, you can do a lot of things, from reading digitally to purchasing, all with just one device. As a result, in order to grow, a corporation must adjust to technological advancements. In order to grow market reach, streamline digital operational performance, and simplify the marketing process.

Ecology

In this era, environmental issues are beginning to receive more general attention. Tatasoya provides environmentally friendly packaging choices such as paper box packing for food packaging and the use of reusable cups, tumblers, or bring-your-own tumblers. Tatasoya is not only environmentally beneficial, but it was also strategically located in the middle of a village and a school, which puts it close to Tatasoya's target market.

Legal

Businesses are in a position to establish licensing, labeling, and packaging arrangements as well as ensuring that products are safe and valued according to standards. This is carried out to ensure that business operations function smoothly and to lessen the likelihood of unwelcome legal difficulties. Documents that are proof of the legality of a business include having a Business Identification Number (NIB), Trading Business Permit (SIUP), Brand Ownership Certificate, a Micro Small Business Permit (IUMK), and must have a Home Industry Permit (PIRT).

Operational Planning***Place Planning***

Tatasoya Cafe is located on Jl. Ki Hajar Dewantara RT 06/RW 04, Malangjiwan, Colomadu, Karanganyar, Central Java. The location of Tatasoya is quite strategic because it is close to two public junior high schools, three public elementary schools, and several community housing, and the location is quite easy to find

because it is close to the airport road and the De Tjolomadoe tourist spot.

Facility

For the facilities provided at Tatasoya, namely tables, chairs, as well as devices that support customer convenience such as wi-fi and play cards, stop by the Tatasoya café.



Figure 1. Layout of Tatasoya
(Source: No Source????)

Financial Planning

This section will elaborate the feasibility result in terms of financial planning using Cash Flow, Payback Period, and Profitability Ratio (Return on Assets).

Financial Statement

- a. Annual sales estimates are used to provide an overview of possible sales in one year. The sales forecast describes the increase according to the life cycle so that it will not increase at the same rate every month and year.
- b. Depending on the situations around the general trend, there will undoubtedly be ups and downs for daily sales predictions. However, it is believed that 30 to 60 persons can order every day from either an offline store or an online order, and that the typical cost of a purchase is between 20,000 and 50,000 IDR. Cost of goods sold accounts for 30% of total sales.
- c. Equipment and utility costs are expected to increase by 5% annually.
- d. Marketing costs are derived from the annual marketing budget and are estimated to increase by 5% annually.
- e. The building used to operate Tatasoya is estimated to experience depreciation of 10% per year, the same as the depreciation for equipment and furniture used by Tatasoya
- f. Employee salaries are projected to increase by 10% per year.
- g. The amount of tax that the owner is required to pay will be in accordance with the applicable laws, amounting to 0.5% of net income if the annual turnover reaches IDR 500 million. Therefore, after removing non-taxable income, the tax due is IDR 500 million.

Source and Fund Statement

The following items are included in the initial expenses of opening a Tatasoya café

Table 1. Source and Fund Statement

Sources		Amount
Owner Investment	IDR	500.000.000
Total	IDR	500.000.000
Cost		Amount
Marketing and Promotion	IDR	8.810.000
Inventory	IDR	134.448.000
Equipment	IDR	20.770.000
Furniture	IDR	9.810.000
Employee Salary	IDR	310.700.000
Legal Registration	IDR	2.000.000
Building Renovation	IDR	50.000.000
Cash (Working Capital)	IDR	(36.538.000)
Total	IDR	500.000.000

The initial investment and expenses required for the first year that Tatasoya is in operation are estimated in the table above. Except for legal registration, equipment, and furniture, which are purchases made just once at the first investment, calculations for each component are determined by adding up annual costs. Estimated operational expenditures for a full year of operation include internet consumption, production materials, and electricity. The remaining operational expenses will be distributed as cash available for other purposes including rent, upgrades, and unanticipated expenses.

Cash Flow

Table 2. Cash Flow

	Year 1	Year 2	Year 3	Year 4	Year 5
Beginning Balance	500.000.000	551.012.500	738.204.675	991.906.266	1.322.438.837
Sales Revenue	922.215.000	1.060.547.250	1.219.629.338	1.402.573.738	1.612.959.799
Sales Disburments					
COGS (30%)	276.664.500	318.164.175	365.888.801	420.772.121	483.887.940
Marketing Expenditures					
Marketing and Promotion	8.810.000	9.250.500	9.713.025	10.198.676	10.708.610
Employee Expenditures					
Salaries	310.700.000	341.770.000	375.947.000	413.541.700	454.895.870
Utilities Expenses					
Electricity and Water	48.000.000	50.400.000	52.920.000	55.566.000	58.344.300

Internet	12.000.000	12.600.000	13.230.000	13.891.500	14.586.075
Initial Inventory	134.448.000	141.170.400	148.228.920	155.640.366	163.422.384
Capital Expenditures					
Building Renovation	50.000.000	-	-	-	-
Equipment	20.770.000	-	-	-	-
Furniture	9.810.000	-	-	-	-
Tax (0.5%)	-	-	-	2.430.804	2.937.922
Total Cash Outflows	871.202.500	873.355.075	965.927.746	1.072.041.167	1.188.783.101
Cash Flow	51.012.500	187.192.175	253.701.591	330.532.571	424.176.698
Ending Balance	551.012.500	738.204.675	991.906.266	1.322.438.837	1.746.615.535

Source: Self Developed (2023)

According to the information in the cash flow table above, Tatasoya is predicted to have positive cash flow every year. As a result, the company shouldn't have any trouble paying its operational costs and other expenses thanks to this cash flow. To reach a point where cash flow is zero, meaning that cash inflow can cover cash outflow within five year, Tatasoya is predicted to need sales of IDR 1,312,349,000, according to the BEP or Break Even Point of cash flow calculation above.

Payback Period

The payback period for Tatasoya's company is calculated as follows. The calculation is completed by dividing the initial investment's sum by the annual cash flow.

Table 3. Payback Period

Initial Investment	500.000.000				
Cash Flow	51.012.500	187.192.175	253.701.591	330.532.571	424.176.698
Cumulative Cash Flow	51.012.500	238.204.675	440.893.766	584.234.162	754.709.269

Source: Self Developed (2023)

$$\text{Payback Period} = 3 + \frac{(500.000.000 - 440.893.766)}{(584.234.162 - 440.893.766)} \times 1 \text{ year} = 3,412$$

The chart and the calculations above suggest that, with a starting investment capital of IDR 500,000,000, Tatasoya's planning can achieve a turning point in the third year, or 3,412 years to be exact.

Table 4. Net Present Value

Year	Cash Flow	DF 5%	PV
0	(500,000,000)	1	(500,000,000)
1	51,012,500	0.952381	48,583,333
2	187,192,175	0.907029	169,788,821
3	253,701,591	0.863838	219,156,973

4	330,520,356	0.822702	271,919,915
5	424,176,698	0.783526	332,353,542
Net Present Value		541,802,584	

Source: Self Developed (2023)

And since the NPV > 0, so investments made benefit the company, which means that the project is profitable.

Profitability Analysis

Table 5. Profitability Ratio

	Year 1	Year 2	Year 3	Year 4	Year 5
Return on Asset (ROA) Net Income / Total Asset	7%	7%	6%	5%	5%
Return on Sales (ROS) Net Income / Net Sales	23%	31%	33%	35%	36%
Return on Investment (ROI) Net Income / Cost of Investment	43%	66%	80%	97%	118%

Tatasoya can be projected to be a favorable ratio for doing business with stable ROA, ROS, and ROI margins since it is estimated to maintain a profit margin from the first to the fifth year experiencing healthy and stable margins.

5. Conclusion and Implications

Based on the findings and analysis in Chapter 4, it may be said that. Based on Porter's Five Forces Analysis, SWOT Analysis, and PESTEL Analysis, it was determined that developing the Tatasoya home café has the potential to have reasonably good prospects, supported by contemporary trends and a healthy lifestyle; in addition, a strategic location in the Colomadu area is sustainable with an interest in purchasing comparable goods. Furthermore, the financial Payback Period, Net Present Value, and Profitability Analysis findings of the financial Payback Period, Net Present Value, and Profitability Analysis demonstrate that the Tatasoya café is financially viable to operate this business since it will be successful in the future.

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