
Business Feasibility Study Analysis of Dyora Raincoat Bandar Batang

¹Rayhandika Arafandy, ²Muhammad Taufiq Abadi

^{1,2}UIN KH Abdurrahman Wahid Pekalongan, Indonesia

¹rayhandikaarafandy8@gmail.com , ²muhhammad.taufiq.abadi@uningusdur.ac.id

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Abstract:

This journal discusses the feasibility analysis of Dyora Raincoat business, a company engaged in the production and sale of raincoats. The purpose of this research is to determine the feasibility of Dyora Raincoat business in terms of finance, market, and management. The research methods used are SWOT analysis and investment feasibility analysis. The survey data indicated that approximately 85% of the respondents regularly use raincoats in their daily activities, indicating a large market for raincoat products in Batang District. The analysis also showed that Dyora Raincoat has great potential for development due to its significant market share, outstanding product advantages, and appropriate marketing strategies. However, there are several risks that need to be considered, such as intense competition, high production costs, and fluctuations in raw material prices. Therefore, the company needs to take appropriate measures to address these risks in order to strengthen the feasibility of Dyora Raincoat business in the future.

Keywords: Raincoat, Business, SWOT Analysis.

Abstrak :

Jurnal ini membahas tentang analisis studi kelayakan bisnis Dyora Jas Hujan, sebuah usaha yang bergerak di bidang produksi dan penjualan jas hujan. Tujuan dari penelitian ini adalah untuk mengetahui kelayakan bisnis Dyora Jas Hujan dari segi finansial, pasar, dan manajemen. Metode penelitian yang digunakan adalah analisis SWOT dan analisis kelayakan investasi. Data survey yang ditunjukkan sekitar 85% dari sejumlah responden yang diambil menggunakan jas hujan secara teratur dalam aktifitas sehari-harinya, sehingga produk jas hujan mendapatkan pasar yang besar di Kabupaten Batang. Hasil analisis juga menunjukkan bahwa analisis menunjukkan bahwa Dyora Jas Hujan memiliki potensi yang baik untuk dikembangkan karena memiliki pangsa pasar yang cukup besar, keunggulan produk yang menonjol, dan strategi pemasaran yang tepat. Namun demikian, terdapat beberapa risiko yang perlu diperhatikan seperti adanya persaingan yang ketat, biaya produksi yang cukup tinggi, dan fluktuasi harga bahan baku. Oleh karena itu, perusahaan perlu melakukan tindakan yang tepat untuk mengatasi risiko tersebut sehingga dapat memperkuat kelayakan bisnis Dyora Jas Hujan di masa yang akan datang.

Kata Kunci: Jas Hujan, Bisnis, Analisis SWOT.

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INTRODUCTION

The Dyora Raincoat Business is a business engaged in the production and sale of umbrellas and raincoats under the Dyora brand. This business has significant potential for development in Batang Regency, especially due to the frequent rainfall in the area. Not only in Batang Regency, but the raincoat product business can also thrive in many other regions in Indonesia with high rainfall, especially during the rainy season. Therefore, the raincoat business has a wide market segment. Additionally, the current trend in the raincoat business goes beyond functionality and emphasizes fashion and style.

The owner of Dyora Raincoat Business saw an opportunity in this market and decided to take advantage of it, particularly in the region where they reside, which experiences high rainfall. The business idea began with the owner selling a specific raincoat brand on Facebook. When that brand declined, the owner of Dyora took the initiative to acquire the products from the previous brand and manage them through an online buying and selling platform.

After running the business for some time, positive progress was observed. Encouraged by this progress, the idea of creating their own brand, Dyora, emerged. Hilmy Donna Hastiar, the owner of the business, started looking for materials of higher quality than the previous brand because such raincoats were not available in the Pekalongan-Batang area.

After searching for some time, better materials were found in Bandung. Since the manufacturing process would be far if the products had to be sent to Pekalongan/Batang, an office and production site were established in Bandung.

Over time, due to continuous rainfall in Indonesia, the business thrived and received positive responses from the public. The modern jacket-like design of the raincoats captivated people's interest, resulting in more than 200 daily orders throughout Indonesia, according to data from the Dyora Official Shop on the e-commerce platform Shopee. The price offered was also affordable considering the quality offered, ranging from Rp 189,000 to Rp 349,000, targeting a wide range of customers from teenagers to the elderly. The buyers not only received a raincoat for protection but also obtained a premium-quality and fashionable product.

However, before starting a business, conducting a feasibility analysis is essential. A business feasibility analysis aims to evaluate whether the business can operate effectively and efficiently while generating sufficient profits to achieve a return on investment.

Therefore, the author conducted a business feasibility study on the Dyora Raincoat Business in Batang Regency. This research was motivated by the market potential in the region, particularly in Bandar District (with an annual rainfall of 3,568.00 mm), where the presence of the rainy season surpasses the dry season, necessitating outdoor activities to be protected. The business feasibility study includes market analysis, technical analysis, financial analysis, and management analysis. The market analysis discusses market potential, competitors, and business opportunities in the area. The technical analysis covers production capacity, product quality, and technology used. The financial analysis includes revenue projections, production costs, and return on investment. Meanwhile, the management analysis focuses on management policies, organization, and marketing strategies.

It is expected that the results of this business feasibility study will provide a clear and objective picture of the potential success of the Dyora Raincoat Business in Batang Regency. Furthermore, the study's findings can offer useful recommendations and suggestions for business owners to develop their business in the future.

LITERATURE REVIEW

Literature Review	Result
Aisyah, A., & Purnamasari, A. (2020). The Influence of Implementing Muamalah Concept on the Purchase Intention of Online Shop Consumers in Yogyakarta City. <i>Journal of Islamic Economics and Business</i> .	This study examines the influence of implementing the concept of muamalah on the purchase intention of online shop consumers in Yogyakarta City. The research findings indicate that the implementation of the muamalah concept has a positive and significant impact on the purchase intention of online shop consumers. This study can serve as a reference to determine whether the implementation of the muamalah concept in Dyora raincoat business also has a positive influence on consumer purchase intention.
Ramdhani, M. A., & Nisak, F. N. (2019). The Influence of the Application of Muamalah Concept on Purchase Decisions in Islamic Cooperatives. <i>Journal of Islamic Economics</i> .	This study examines the influence of implementing the concept of muamalah on purchase decisions in Islamic cooperatives. The research findings indicate that the implementation of the muamalah concept has a positive and significant impact on consumer purchase decisions. This study provides insights that the implementation of the muamalah concept can enhance consumer purchase decisions in a business.
Rokhmah, E. N., & Wahyuni, N. (2019). The Influence of the Implementation of Muamalah Concept on Customer Loyalty in Shariah BMT in Surabaya City. <i>Journal of Islamic Business and Economics</i> .	This study examines the influence of implementing the concept of muamalah on customer loyalty in Shariah-based Islamic Microfinance Institutions (BMT) in Surabaya City. The research findings indicate that the implementation of the muamalah concept has a positive and significant effect on customer loyalty. This study provides insight that the implementation of the muamalah concept can enhance consumer loyalty in a business setting.

RESEARCH METODOLOGY

This research utilizes a qualitative and quantitative approach to analyze the feasibility of the Dyora Raincoats business in Bandar Sub-district, Batang Regency. The objective of this research is to evaluate market potential, analyze business competitors, consider environmental factors, and assess financial aspects of the business.

1. Population and Sample:

The population of this research consists of the entire community in Bandar Sub-district, Batang Regency. To obtain representative data, a sample is selected, which includes prospective customers, business competitors, and business experts. The sample of prospective customers is randomly chosen to represent various demographic characteristics and product preferences. The selection of business competitors is based on similar businesses in the area. Business experts are chosen based on their expertise and experience in relevant industries.

2. Data Collection Techniques:

Interviews: Interviews are conducted with prospective customers to understand their needs and preferences regarding raincoat products. Additionally, interviews are conducted with business competitors to analyze their marketing strategies.

Observations: Direct observations are made regarding market conditions, business competitors, and the local weather in Bandar Sub-district.

Questionnaires: Questionnaires are distributed to prospective customers to gather data on their interests, preferences, and sales estimates. Questionnaires are also given to business competitors to learn about their strategies and obtain information about existing markets.

3. Research Variables:

Market Potential: This variable includes the number of prospective customers, their preferences for raincoat products, and potential sales estimates.

Competitor Analysis: This variable involves identifying similar business competitors, analyzing their strengths and weaknesses, and examining their marketing strategies.

Environmental Factors: This variable encompasses weather conditions, rainfall patterns, and climate changes that may affect the Dyora Raincoats business in Bandar Sub-district.

Financial Aspects: This variable includes production costs, selling prices, estimated revenue, and operational expenses related to the business.

4. Data Analysis:

Qualitative Data: Data obtained from interviews and observations will be analyzed using qualitative analysis techniques such as content analysis. This analysis involves grouping and categorizing data to extract key findings.

Quantitative Data: Data obtained from questionnaires will be analyzed using quantitative analysis techniques such as descriptive statistics and SWOT analysis. Descriptive statistics are used to summarize numerical data, while SWOT analysis is employed to identify the strengths, weaknesses, opportunities, and threats faced by the Dyora Raincoats business.

5. Data Processing and Interpretation:

The collected data will be processed using appropriate data analysis software. The results of the analysis will be comprehensively interpreted to answer the research questions and gain a deep understanding of the feasibility of the Dyora Raincoats business in Bandar Sub-district.

DISCUSSION

In this journal, the author conducted a feasibility study analysis of Dyora Raincoats business in the Bandar District, Batang Regency. Dyora Raincoats is a business engaged in raincoat sales. The feasibility study was conducted to determine whether this business is viable or not.

The methods used in this business feasibility study were questionnaire surveys and SWOT analysis.

The questionnaire in this research was obtained from 34 randomly selected respondents in 17 villages or urban areas in the Bandar District, Batang Regency, to gather public opinions on the daily use of raincoats and the level of public understanding of raincoat brands such as Dyora Raincoats. The SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) was used to evaluate the strengths, weaknesses, opportunities, and threats of the business. The following are the results of the SWOT analysis for Dyora Raincoats:

1. Strengths:

- a. The products being sold are everyday necessities needed by many people. Dyora Raincoats has an advantage because the products offered are basic necessities for many people. In areas that frequently experience rain, such as the Bandar District, the demand for high-quality raincoats tends to be high. This provides a competitive advantage for this business. This is consistent with the survey responses from several respondents who are residents of the Bandar District, indicating a high demand for raincoats. Out

- of the 34 respondents, it was found that they each have at least one raincoat on their motorcycles, which they use to cover outdoor activities.
- b. Affordable and competitive product prices. Dyora Raincoats offers products with the best quality at affordable and competitive prices. This allows the business to attract consumers from various socio-economic backgrounds and increase its competitiveness against competitors. This statement is also in line with the responses from the respondents when choosing raincoats, as they are not only looking for affordability but also quality and even style in the raincoats they wear. Among the 34 respondents, the researcher found that 20 of them had considered buying raincoat products from Dyora Raincoats for various reasons, such as the proven quality from the experiences of other buyers, affordable prices with good quality, and suitable and appealing designs, especially for young people. This is also evidenced by a rating of 4.8 out of 5 from 21,700 ratings on Shopee, with each product receiving an average of 5 stars from customers.
 - c. Good service and easily accessible business location for customers. Dyora Raincoats provides good and friendly service to its customers, with a service performance rating reaching 84%, which is considered high on the Shopee platform. This indicates that Dyora Raincoats is responsive in serving its customers for inquiries and deliveries. Good service can increase customer satisfaction and help build long-term relationships with them. By providing a positive experience to customers, this business can build a good reputation and obtain recommendations from satisfied customers. The strategically located business premises, easily accessible to customers, also facilitate customer access to the offered products. This strategic location can enhance business visibility and make it easier for customers to make purchases.
2. Weaknesses:
- a. Limited product variations currently offered. One of the weaknesses of Dyora Raincoats business is the limited available product variations. This can reduce the appeal to customers who are looking for more diverse options and limit the sales potential. To address this weakness, the business can expand the range of products by offering various models, designs, or colors that are attractive to customers.
 - b. Suboptimal promotion and marketing. Another weakness faced by Dyora Raincoats business is the lack of effective promotion and marketing. Without a strong marketing strategy, it may be difficult for the business to reach a wider target
3. Opportunities:
- a. Increasing demand for raincoats: There is a significant opportunity in the market for raincoat and umbrella products. The demand is continuously increasing due to high rainfall in the area. This presents an advantage for Dyora Raincoats as it can fulfill the needs of customers seeking protection from the rain.
 - b. Possibility to expand product variety and improve product quality: Dyora Raincoats has the opportunity to expand its product range offered to customers. By introducing different types of raincoats with unique designs and features, the business can attract a larger consumer base. Additionally, improving the quality of the products can enhance customer satisfaction and differentiate the business from competitors.
 - c. Potential for promotion through social media and e-commerce: With the advancement of technology and the popularity of social media and e-commerce platforms, Dyora Raincoats can leverage them as effective promotional tools. By establishing a strong presence on social media and participating in e-commerce platforms, the business can reach a wider audience and expand its marketing reach. Promoting through social media and e-commerce

can also help build a strong brand image and increase consumer awareness of Dyora Raincoats.

The analysis of opportunities indicates that Dyora Raincoats has the potential to grow and thrive in the raincoat business in Kecamatan Bandar, Kabupaten Batang. With the increasing demand, Dyora Raincoats can seize these opportunities to expand its product variety, improve product quality, and promote through social media and e-commerce to enhance sales and market share. With the right strategies, Dyora Raincoats can optimize these opportunities and strengthen its position in the raincoat industry.

4. Threats:

- a. Intense competition in the raincoat market: The first threat faced by Dyora Raincoats is the intense competition in the raincoat market. The raincoat market is highly competitive with numerous competitors offering similar products. Fierce competition can make it challenging for Dyora Raincoats to maintain market share and attract new customers.
- b. Uncertain weather changes reducing product demand: The second threat is uncertain weather changes. Unpredictable weather conditions can reduce the demand for raincoats. If the rainy season is not as expected or if there is an extended dry season, the demand for raincoats may decline. This can have a negative impact on sales and the overall performance of Dyora Raincoats.

To address these threats, Dyora Raincoats needs to take appropriate steps to mitigate their negative impact. Some strategies that can be implemented include:

- a. Conducting regular market analysis to monitor competition and understand consumer needs and preferences.
- b. Developing effective marketing strategies to differentiate Dyora Raincoats' products from competitors and attract new customers.
- c. Maintaining product excellence through continuous research and development to improve quality, design, and innovation.
- d. Diversifying products to reduce reliance on a single product type.

By implementing these measures, Dyora Raincoats is expected to overcome the existing threats and sustain growth in the competitive and dynamic raincoat market.

Based on the results of the SWOT analysis, it can be concluded that Dyora Raincoat has a considerable opportunity to continue to grow. However, there is a need for improvement in terms of promotion and marketing, as well as skills in business and financial management. To expand the market and increase profits, Dyora Raincoats may consider expanding the variety of products and improving the quality of the products offered. Dyora Raincoats can also take advantage of social media and e-commerce to expand market reach.

CONCLUSIONS

Based on the analysis that has been done, it can be concluded that the Dyora Raincoat business is feasible to run in Bandar District, Batang Regency. This is supported by several factors such as the high level of rain that occurs in the region, as well as the lack of competitors in the same business. In addition, there is an ever-increasing demand from the local community and a broad market potential is also a determining factor for the success of this business.

In running this business, several things need to be considered such as effective marketing, use of quality raw materials, and good financial management so that the business can grow and generate optimal profits.

Nonetheless, in the future the Dyora Raincoat business will also be faced with several challenges such as unpredictable weather changes and competition from similar businesses. Therefore, it is necessary to make efforts to anticipate these challenges so that the business can continue to run well.

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