



Feasibility of the BetterSweet Cake Business at Hollywood Junction: Opportunities and Challenges

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Abstract

The BetterSweet Cake business feasibility study analyzes the potential for developing a premium patisserie business in the Cikarang culinary industrial area, using qualitative descriptive methods to evaluate marketing, operational, human resource, and financial aspects. In the marketing aspect, product distribution is designed through offline and online channels. Operationally, the business plans to produce 75 cakes daily with premium quality standards. The human resource approach is competency-based recruitment, continuous development programs, and a motivating compensation system. Financial analysis Working capital strategies and revenue estimates are designed to support sustainable business growth. The method in this study uses a mixed descriptive method of qualitative and quantitative, the results show that BetterSweet Cake has competitive potential in the local patisserie industry, with the latest product innovations.

Keywords: Opportunities, Challenges, Business Feasibility Study, Patisserie Industry, Marketing Strategy

Introduction

The food industry is considered a perennial business, as people are always looking for food to meet their nutritional needs. Currently, there are numerous opportunities to start a food business, either as a sole proprietorship or through a franchise, particularly in the wholesale sector. In today's rapidly evolving business environment, business opportunities can be a gateway to a better life, and anyone with a passion for entrepreneurship has the potential to achieve success (Ilham, 2023).

The Micro, Small, and Medium Enterprises (MSMEs) sector plays a vital role in the national economy, particularly in creating jobs and increasing incomes. The development of the culinary industry in Indonesia, particularly in the bakery and pastry sector, has shown significant growth in recent years. Changing lifestyles among increasingly dynamic urban communities and a growing appreciation for quality desserts have created promising business opportunities in the cake industry.

Amidst the rapidly evolving culinary industry, Bettersweet Cakery is here to meet the growing consumer demand for premium bakery products that are not only delicious but also healthy. Founded with the vision of providing a new experience in enjoying cakes and



pastries, Bettersweet Cakery combines the concepts of "better" and "sweet" to create the perfect product for food lovers. This concept is inspired by contemporary culinary trends that prioritize flavor balance, such as the use of high-quality dark chocolate combined with varying levels of sweetness to suit customer preferences.

In running this business, Bettersweet Cake will focus on product quality, flavor innovation, and a memorable customer experience to ensure a lasting memory of Bettersweet Cake products, with minimalist packaging that also appeals to the target market of teenagers.

Based on market mapping results in the Hollywood Jababeka area of Cikarang, seven businesses have been identified operating in the cake and patisserie industry. Each store has diverse characteristics and market segments, creating an interesting competitive dynamic for BetterSweet Cake. This area is characterized by the presence of shops such as Mekarsari, Jatiasih Cake Kitchen, Sari Rasa, Cikarang Patisserie, Jababeka Birthday Cake, Jababeka Eid Cake, and Toko Kue Ny. Lie. The majority of them present traditional Indonesian flavors through various dishes such as sponge cakes, pineapple tarts, and various pastries. However, some have begun to expand into the modern market, offering cakes, cupcakes, and pastries. Interestingly, of the seven stores, only Patisserie Cikarang and Jababeka Eid Cakes focus on the premium/gourmet segment. In terms of price, this market offers a fairly wide range, tailored to various consumer segments. Prices range from Rp. 20.000 to Rp 100.000 per item, reflecting the variety of quality and product positioning.

After analyzing market conditions and competition in the Hollywood Jababeka area, a significant opportunity emerged for BetterSweet Cake to establish a unique and high-value presence. The dominance of traditional products among competitors creates a strategic opportunity for BetterSweet Cake to introduce a premium patisserie concept that is still rarely found. Better Sweet Cake has the potential to fill the existing market gap and set a new standard in the cake industry in the Hollywood Jababeka area.

This advantage could be a significant differentiator in the market. Analysis of business feasibility studies conducted by (Purnamasari et al., 2013; Setyo Sutanto et al., n.d. in Sultan et al., 2022) found that conducting a business feasibility analysis is crucial for a business. Therefore, this analysis aims to determine the human resources, operational aspects, marketing aspects, and financial aspects that influence the feasibility analysis of the business they intend to run, namely Bittersweet Cake.

Method

This study uses a mixed descriptive-qualitative research method. Qualitative research is used to analyze descriptive data. Quantitative research is used to identify and analyze aspects of the business feasibility study, namely marketing, human resources, operational aspects, and financial aspects. Data from these aspects are explained descriptively based on the results of previous research. The sampling strategy employed purposive sampling with specific criteria for selecting respondents or informants who possess relevant knowledge and experience related to business feasibility. The total number of respondents and informants was determined to ensure data adequacy for both qualitative insights and quantitative analysis. Data collection involved interviews, documentation, and survey techniques adjusted to the study's objectives. The integration between qualitative and quantitative approaches was



carried out by using qualitative findings to support and interpret the quantitative financial feasibility calculations, ensuring a comprehensive understanding of each feasibility aspect. Quantitative research is used to analyze the data using financial feasibility calculation methods (Sultan et al., 2022).

Results and Discussion

1. Marketing Aspects

a. Segmentation and Target Market

Bettersweet Cake targets a consumer segment with unique taste preferences, particularly bitter and sweet combinations. Its primary target market is teenagers and urbanites who appreciate high-quality and unique desserts. They are dynamic individuals and are always seeking new culinary experiences.

b. Positioning

This product is positioned as a premium dessert with a unique flavor balance concept. By focusing on the use of quality ingredients, such as dark chocolate, as well as innovative flavors and minimalist yet attractive packaging, Bettersweet Cake aims to provide a memorable experience to its consumers.

c. Product

Bettersweet Cake emphasizes flavor innovation as its main attraction. The combination of bitter and sweet is presented in a product that can be customized to customer preferences, providing a competitive advantage over similar products on the market. Furthermore, product quality and consistency will be a primary focus.

d. Price

The price of this product must be aligned with the target market segment, namely the middle to upper class who appreciate premium quality products. Appropriate pricing will strengthen the product's positioning as a premium dessert while remaining affordable for the target market.

e. Distribution

Distribution will focus on urban areas with high consumer potential, through physical stores and online sales (Siahaan & Bila, 2024). Online distribution, particularly through e-commerce platforms such as GoFood, GrabFood, ShopeeFood, and social media, will be an important channel for reaching a wider target market.

f. Promotion

The promotional strategy will utilize social media as a primary tool to reach the target market of teenagers and urban consumers (Hamid, 2022). Promotional content can include engaging visual campaigns, customer testimonials, and collaborations with culinary influencers to increase awareness and engagement. Furthermore, promotions at culinary events or pop-up events can help introduce the product to a wider audience.

2. Operational Aspects



Operational functions in human resource management are fundamental to implementing efficient and effective HRM processes to achieve organizational/company goals (Setiawan, 2022). A business is expected to not only be accepted and grow as its operations continue, but also to thrive, ensuring targeted results and sustainability (Fitriati et al., 2024).

Operational aspects of the BetterSweet Cake business include operating hours, production processes, menu lists and ingredients, etc.

a. Operating Hours:

Open daily from 9:00 AM to 9:00 PM WIB

b. Menu:

1. Signature Chocolate
2. Red Velvet
3. Tiramisu

(New cake variants include Mango Cheesecake and Black Cheesecake)

- a. Prioritizing product quality
- b. Using a natural sweetener from the leaves of the Stevia plant.
- c. Using premium ingredients
- d. Packaging: 9 x 9 x 5 cm
- e. Daily production: 75 cakes

3. Human Resources Aspects

This human resources aspect is crucial because it concerns the quality of the workforce that will operate your business and will directly impact the quality of the products and services provided (Busro, 2018).

Human resources aspects that need to be considered in the "Bettersweet Cake" business feasibility study include:

1. Organizational Structure

- a. Determine the number and type of jobs: from the owner, baker, assistant baker, cashier, to cleaning staff.
- b. Create a clear hierarchy: Who reports to whom, and what their respective duties and authorities are.
- c. Determine career paths: How employees can progress within the company.

2. Recruitment and Selection

- a. Create clear job descriptions: What qualifications, experience, and skills are required for each position.
- b. Use various recruitment methods: Advertising, networking from acquaintances, or through employment agencies.
- c. Conduct a rigorous selection process: Through written tests, interviews, or on-the-job training.

3. Training and Development

- a. Provide initial training: To provide basic knowledge about products, equipment, and work procedures.
- b. Conduct ongoing training: To improve employee skills and knowledge.
- c. Provide self-development opportunities: For example, pastry or management courses.



4. Compensation and Benefits

- a. Determine a salary structure: Adjust it to industry standards and company capabilities.
- b. Provide additional benefits: Such as bonuses, health benefits, or paid leave.
- c. Create an incentive system: To motivate employees to achieve targets.

5. Performance Evaluation

- a. Create a performance appraisal system: To measure employee performance periodically.
- b. Provide constructive feedback: To help employees improve their performance.
- c. Use evaluation results for career development.

6. Occupational Health and Safety

- a. Ensure a safe and comfortable work environment: Including providing safety equipment.
- b. Conduct regular health checks: To maintain employee health.
- c. Comply with labor laws and regulations.

7. Industrial Relations

- a. Build good relationships with employees: Create a harmonious work environment.
- b. Provide effective communication channels: To listen to employee complaints and aspirations.
- c. Resolve conflicts in a fair and tactful manner.

4. Financial Aspects

Assessing business feasibility, specifically for expansion by opening new branches, involves calculations. A company's primary goal is to seek profit. According to Puspita et al., (2022) Financial aspects are an essential part of a business feasibility study analysis to determine the benefits to be gained from the business. This profit is derived from the surplus, which is the positive difference between revenue and expenses. The capital used in the business development plan is used for various purposes (Sari, 2021).

Conclusion

Based on the analysis of the business feasibility study for the BetterSweet Cake business, it can be concluded that it has promising potential. Using qualitative descriptive methods, from a marketing perspective, BetterSweet Cake has mapped out the appropriate market segmentation, focusing on young people and urban communities who appreciate quality desserts. The products offered will emphasize innovative flavors and the use of the natural sweetener stevia, and will be distributed through brick-and-mortar stores and online, with a promotional strategy utilizing social media.

Operational-wise, BetterSweet Cake has designed efficient business processes, including operating hours, a main menu, and a priority on product quality using premium ingredients. Meanwhile, in terms of human resources, the company has prepared a



comprehensive plan, covering recruitment, training, compensation, and employee welfare programs, with a focus on encouraging creativity and the ability to create new products. The financial analysis also indicates good prospects, with an estimated payback period of less than one year. Overall, this proposal demonstrates a thorough effort in identifying opportunities and developing strategies to make BetterSweet Cake a competitive business in the market.

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