



## **Opportunities and Challenges of the Cheesy Corn Business: A Feasibility Study in Central Cikarang's Clean Market**

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### **Abstract**

The purpose of this article is to discuss the Cheesy Corn business as an innovative business. Cheesy Corn products offer a combination of classic flavors and new flavor variants that differ from typical cheese corn. The research method for assessing the feasibility of the Cheesy business involves a qualitative descriptive approach through systematic stages. The data analysis technique uses triangulation, which evaluates various aspects such as the market, human resource management, operations, and finance. This research focuses on the development of the Cheesy Corn business concept as an innovative new business in the Central Cikarang area. The location of the Clean Market is a strategic consideration because it has active and diverse consumer dynamics, especially from the middle and lower middle classes who are always looking for affordable but quality snacks.

**Keywords:** Business, Business Feasibility Study, Cheesy Corn, MSMEs, Culinary Innovation

### **Introduction**

The era of technology and globalization in the business world. Digital tools and online resources are becoming increasingly important, reflecting advances in the internet and technology. Businesses are designed to understand international markets and cross-border considerations. Throughout this evolutionary process, the goal of a feasibility study has always been to systematically and evidence-basedly assess the viability of a business idea. Feasibility studies enable stakeholders to make informed decisions, taking into account market conditions, financial viability, technical feasibility, and legal and regulatory considerations.

In recent years, the business environment has become increasingly dynamic. In response to these changes, business feasibility studies have become an increasingly important trend. Today, considering technological trends, desires, and social impact is no longer merely an option but has become a common practice accepted by many companies. Furthermore, stakeholder engagement is now recognized as a key aspect of the planning and decision-making process, ensuring that business operations align with broader societal goals and provide sustainable benefits for all parties involved.

Furthermore, micro, small, and medium enterprises (MSMEs) play a crucial role in advancing a country's economy, as evidenced by their annual increase in contribution to Indonesia's gross domestic product (GDP). According to an article by presidenri.go.id

(Maulina *et al.*, 2022), there are 56 million MSMEs, 70% of which are culinary. Micro, small, and medium-sized enterprises (MSMEs) are businesses that will never go bankrupt. MSMEs continue to grow rapidly in line with increasing consumer demand and the diversification of consumer needs.

Currently, Indonesian cuisine is filled with a wide variety of foods, from snacks and cakes to main courses. Many young people are also working hard to create ideas, innovations, and products. It's not uncommon to find unique and creative dishes to try, such as those made from fresh fruit. Offering new flavors to these types of products attracts consumers and makes them want to try them immediately. Amid this trend, new snack-based innovations like Cheesy Corn have great potential to grow in the local market.

Cheesy Corn is a snack product made from corn combined with milk and mozzarella cheese. This product not only offers a delicious taste but also provides high nutritional value, making it a healthy snack alternative for consumers. Innovating Cheesy Corn flavors has the potential to meet the needs of people seeking unique and easy-to-consume snacks.

This research aims to gain a deeper understanding of the market potential of the Cheesy Corn business in the Clean Market, Central Cikarang. This study aims to determine whether this business is feasible and the best strategies to optimize existing opportunities. Therefore, the results of this study are expected to guide producers in making strategic decisions about starting a Cheesy Corn business.

From the above description, it can be concluded that the Cheesy Corn business has promising prospects in the Clean Market, Central Cikarang. However, the success of this business depends on the ability of entrepreneurs to capitalize on opportunities and manage existing challenges. This research is expected to make a tangible contribution to the development of MSME-based businesses, particularly in the snack food sector, thereby supporting local economic growth and improving community welfare.

## Method

This study aims to analyze the feasibility of the Cheesy Corn business using a qualitative descriptive method with a business feasibility study approach. The research process was conducted through a series of systematic stages, including primary data collection through field observations, in-depth interviews with similar business owners, and questionnaires distributed to potential customers. Secondary data was obtained through literature studies, documentation, and scientific references relevant to the type of business being developed.

The data analysis method used triangulation techniques. Triangulation is a method of collecting and analyzing data from various methods, sources, or perspectives (Arianto, 2024). This study used triangulation techniques with a focus on evaluating market, human resource management, operational, and financial aspects. This research is expected to provide a comprehensive and objective overview of the potential success of the Cheesy Corn business and generate strategic recommendations for future business implementation and development.

## Results and Discussion

This research focuses on the development of the Chessy Corn business concept as an innovative new business in the Central Cikarang area. The location of the Clean Market is a strategic consideration because it has active and diverse consumer dynamics, especially from the middle and lower middle classes who are always looking for snacks at affordable prices but with quality. The planned Chessy Corn concept will offer a different culinary experience compared to other corn snacks, Chessy corn is a Micro, Small and Medium Enterprise that produces snacks made from corn, milk, and mozzarella cheese, this product is developed with various flavor variants, as well as development from the processing side, namely by baking. To assess whether a business is feasible to continue or not, it can be seen from various aspects, such as market and marketing aspects, human resource aspects, operational aspects, and financial aspects.

## Conclusion

Cheesy corn is a dish that combines the sweetness of corn with the deliciousness of cheese, resulting in a creamy, savory, and satisfying combination. This dish is suitable as a side dish or snack depending on the presentation. Its practicality in making it, made from high-quality ingredients and served baked, makes this dish very popular among various groups. Besides being delicious, cheesy corn also provides nutritional benefits, especially from corn which is rich in fiber and vitamins, and cheese which contains calcium and protein. With its distinctive taste, cheesy corn is an attractive choice to add variety to the daily menu, and the study's findings highlight not only the sensory appeal of this product but also its empirical potential to strengthen MSME competitiveness in the culinary sector. Theoretically, this study contributes to understanding consumer preference formation toward innovative local products, while practically, it guides MSME entrepreneurs in developing value-added strategies through product innovation and presentation. Furthermore, the findings have implications for regional economic development by promoting creative food industries as drivers of local economic growth.

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