



Feasibility of Healthy and Fresh Smoothies: Opportunities and Challenges from the Consumer Perspective in Central Cikarang

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Abstract

This study examines the opportunities and challenges of the "Smoothies Healthy and Fresh" business at the Central Cikarang Clean Market from a consumer perspective. This feasibility study uses a qualitative approach to analyze marketing, operational, human resource, and financial aspects. The results show that healthy lifestyle trends and digital market dynamics create significant opportunities for the natural-ingredient smoothie business. Digital-based marketing strategies and direct promotions support business growth with a broad target market, ranging from children to adults. Operationally, this business emphasizes cleanliness, quality ingredients, and professional customer service. From a financial perspective, projections show promising net profits with the potential for a quick return on investment. However, competitive challenges in the healthy beverage industry can be overcome through product innovation, flavor development, and adaptation to consumer feedback. This study concludes that "Smoothies Healthy and Fresh" has the potential to grow with a holistic, adaptive, and consumer-oriented strategy.

Keywords Opportunities, Challenges, Business Feasibility Study, Consumer Behavior, Healthy Lifestyle

Introduction

The era of globalization has opened up new opportunities and challenges for all economic actors. Large companies and Micro, Small, and Medium Enterprises (MSMEs) now have the opportunity to reach national and international markets by leveraging digital technology to improve their operational efficiency. Access to information and innovation has also become increasingly open, enabling businesses to study global trends and incorporate them into their strategies. Information technology continues to advance, with many new innovations emerging to support human needs. Technology essentially aims to provide convenience in various aspects of life, from working to communicating to solving societal problems (Rahman & Nurdian, 2021). This paves the way for business expansion, product diversification, and cross-border collaboration, all of which can support economic growth.

Indonesia's potential as a future hub for e-commerce and digital technology is immense. With a population of around 270 million, many e-commerce companies are eyeing Indonesia as a promising market. Furthermore, the number of internet users in Indonesia reached around 196 million in 2021, equivalent to 70% of the total population. This makes



Indonesia the country with the largest number of smartphone users in Southeast Asia and has great potential to become a hub for digital technology and e-commerce in the region. While the number of smartphone users in Indonesia is significant, it is not the only indicator of digital technology development in the country. According to DBS Group Research, the impact of digital technology on businesses will continue to grow and be highly influential. Furthermore, the growth of the MSME sector in Indonesia is also very rapid and has grown, particularly in terms of quantity (Juwita & Handayani, 2022).

MSMEs play a vital role in the economy. They contribute significantly to gross domestic product (GDP), create jobs, and contribute to economic equality. According to data from the Ministry of Cooperatives and SMEs, in 2020, MSMEs contributed approximately 60.34% of Indonesia's GDP and employed over 97% of the national workforce. MSMEs are also often innovators within local communities and have greater flexibility than large companies to adapt to market changes (Vera Maria et al., 2024).

Indonesia, with its large population and stable economic growth, offers ample opportunities for the development of various types of businesses, including healthy culinary businesses. In recent years, the trend of healthy lifestyles has become increasingly popular among the public, especially in the central Cikarang area. Awareness of the importance of maintaining health and consuming natural foods and beverages has driven increased demand for healthy products. Amid this trend, Healthy and Fresh Smoothies has the potential to become an attractive business venture, especially if located in strategic locations such as clean markets, where people tend to seek food and beverages. This presents an opportunity for MSMEs to sell products with advantages, such as Healthy and Fresh Smoothies, which offer a novelty that prioritizes consumer health.

The novelty of this research lies in its comprehensive approach to business feasibility studies, focusing primarily on the consumer perspective in the era of globalization. Unlike traditional feasibility studies that only assess technical and financial aspects, this study integrates in-depth analysis of consumer behavior, healthy lifestyle trends, and digital market dynamics. The research presents a new framework that aligns understanding consumer needs with innovative business strategies, particularly for Micro, Small, and Medium Enterprises (MSMEs) in the central Cikarang area. This approach goes beyond simply evaluating business feasibility from a conventional perspective, but also considers emerging factors such as health awareness, digital consumer preferences, and the potential for technological adaptation. Thus, this study presents a more holistic analytical model, enabling entrepreneurs to understand the complexities of modern markets and design business strategies responsive to dynamic changes in the global economic environment.

Challenges to starting a new business in the era of globalization include competition that is no longer limited to the local level; instead, entrepreneurs must compete with companies from around the world that possess greater resources and more sophisticated technology. Furthermore, differences in regulations, culture, and consumer preferences across regions can present obstacles that require a well-thought-out strategy. Adapting to changing technology and market trends is also essential. Businesses can survive and thrive. Therefore, comprehensive feasibility studies and business planning are crucial to ensure their survival amidst increasingly fierce global competition.



According to (Sunyoto, 2014) in (Arifudin et al., 2020), a business feasibility study is a study of a business plan that not only analyzes the feasibility of establishing a business but also analyzes its routine operation to achieve maximum profits over an indefinite period. A business feasibility study is a comprehensive evaluation process conducted to assess whether a business idea or plan can be executed effectively and profitably. This process includes an in-depth analysis of various important aspects such as marketing, finance, operations, and human resources (Siti Sahara, 2024).

The primary purpose of a business feasibility study is to help entrepreneurs understand the potential profits and associated risks before starting a business, allowing for more informed and risk-free decisions. This study also serves to ensure the business's long-term sustainability. By assessing business feasibility from various perspectives, entrepreneurs can prepare more robust strategies to address challenges and capitalize on market opportunities.

The consumer perspective emphasizes the needs, expectations, and experiences of customers in their interactions with products or services. The primary focus of this consumer perspective is how consumers perceive the value, quality, and benefits of what is offered, and how these factors influence their purchasing decisions. This perspective encompasses an understanding of consumer behavior, preferences, and the factors that influence their choices in the marketplace. Using the consumer perspective, businesses identify the consumers and market segments they wish to enter. Market segments are the sources that will be the components that drive the company's financial goals. The customer perspective enables companies to align various key measures of customer satisfaction, loyalty, retention, acquisition, and profitability with their target market segments (Riyanto & Efendi, 2020).

By prioritizing the consumer perspective, businesses can understand customer expectations and emerging market trends, enabling them to deliver more relevant and engaging products or services. In the digital era, where consumers are increasingly critical and information is readily accessible, a business's success depends heavily on its ability to meet customer desires and expectations. Ignoring the consumer perspective in a business feasibility study can result in low market interest in the product being offered, even if the product is superior from a technical or financial perspective.

Method

The type of research regarding the Business Feasibility Study conducted at the Healthy and Fresh Smoothies MSME is reviewed from several aspects, such as finance, operations, human resources, and marketing. This research can be categorically classified as qualitative research, which describes the approach taken to uncover and understand in detail the problems faced. Qualitative research is a research technique that uses narratives or words to explain and describe the meaning of each phenomenon, symptom, and specific social situation (Charismana et al., 2022a). In this context, the research aims to comprehensively describe, record, analyze, and interpret the aspects that are the focus of the research. This research uses primary data sources involving observation and interviews.

1. Observation/Field Study

(Charismana et al., 2022b) Observation techniques are used to observe the behavior and activities of participants at the research location. During these



observations, researchers record observations directly. These activities can be conducted in both structured and unstructured ways. Researchers can be directly involved in these activities, either as participants or as pure observers. In the context of starting a business, field studies help obtain concrete information about the business environment, consumer needs, and potential challenges and opportunities.

2. Interviews

Interviews are a technique for gathering information through direct conversations between researchers and participants (Charismana et al., 2022b). They interact directly with potential customers/consumers or the surrounding community to understand their needs.

Results and Discussion

A. Marketing Aspects

The marketing strategy developed by a company must provide an overview of how to exploit existing opportunities in the company's marketing activities. According to Kotler (2014:19), marketing strategy is a mindset used to achieve a company's marketing goals. This can include specific strategies for market targets, positioning, the marketing mix, and the amount of marketing expenditure. Kotler (2005) in Barus et al., 2023, states that marketing strategy is a marketing perspective used to achieve marketing goals.

1. Market Segmentation

Market segmentation is the process of categorizing consumers into subgroups within a product market, so that buyers respond similarly to a company's marketing strategy for positioning. According to Nurhadi (2019), market segmentation can be defined as the process of grouping a heterogeneous market into groups or segments that share similarities in needs, desires, behaviors, and/or responses to specific marketing programs. Healthy and Fresh Smoothies operates exclusively in Bekasi City, specifically at the Cikarang Central Clean Market. Healthy and Fresh Smoothies are suitable for ages 5 and up, as they contain many beneficial vitamins.

2. Target Market

The target consumers of Healthy and Fresh Smoothies are between 5 and 45 years old, male and female, especially young mothers and teenage girls.

3. Positioning

The marketing strategy is aimed at establishing a strong product positioning. Healthy and Fresh Smoothies is positioned as a refreshing, healthy drink, prioritizing high-quality natural ingredients. This approach aims to differentiate the product from competitors by offering a unique value proposition. A variety of flavors and the use of local fruits are strategies to attract consumers with diverse preferences.

4. Product

One important component of a marketing strategy is the product. This product is something that can be offered to the market for purchase, use, or consumption that can fulfill desires and needs. According to Assauri, a product is a good or service produced for use by consumers to meet their needs and provide satisfaction (Assauri, 2013: 5) in (Nurhadi, 2019). Regarding the Healthy and Fresh Smoothies product, the



focus is on ingredient quality, freshness, and nutritional value. Prices are set competitively but still reflect premium quality, making it affordable for middle-income consumers.

5. Promotion

Promotion is carried out through various channels, including social media such as Instagram promotions, and effective word-of-mouth strategies.

6. Challenges

The main challenge in developing this business lies in the intense competition in the healthy beverage industry. To address this, continuous innovation is key. This includes developing new flavors, experimenting with local ingredients, and being responsive to consumer feedback. A digital approach is also a key strategy, with educational content about the benefits of smoothies and consumer community building through social media platforms.

B. Human Resources Aspects

A good human resource management system within a company will provide job satisfaction for employees, which ultimately improves organizational performance. Likewise, human resource management must be aligned with established standards for each position, starting from recruitment, selection, placement, career development, and termination (Zurnali, 2010) in (Reinaldo Sitongan, 2019).

Human resource management is a crucial aspect for achieving business success, including:

1. Workforce

The total workforce at Smoothies Fresh and Healthy is approximately 5 people.

2. Shift System

The company employs alternating shifts once a week, with 5 people divided into two teams of 3-2 people each.

3. Team Evaluation

Evaluations are conducted weekly to improve work skills.

Conclusion

It can be concluded that the Healthy and Fresh Smoothies business in the Central Cikarang Clean Market has promising potential in the context of healthy lifestyle trends and digital market dynamics. Research reveals that this business has a competitive advantage through its focus on high-quality natural ingredients, diverse flavors, and a broad target market spanning various age groups. Strong marketing, supported by a digital promotional strategy and word-of-mouth approach, supports the business's growth potential.

Operationally, this business implements high hygiene and quality standards, with strict production procedures and professional customer service. Human resources are managed through a flexible shift system and regular evaluations for team development. Financially, profit projections show positive prospects, with significant estimated net profits and the potential for a relatively quick return on investment.

The main challenge lies in the intense competition in the healthy beverage industry, which is overcome through continuous innovation, responsiveness to consumer feedback, and a creative digital approach. Healthy and Fresh Smoothies has a strong foundation for success,

with a comprehensive strategy that combines product quality, consumer understanding, and adaptation to contemporary market trends.

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