

INTISARI

Seiring dengan meningkatnya jumlah pelaku bisnis di Indonesia, semakin banyak para pelaku bisnis yang berlomba-lomba mencari peluang dalam berbagai jenis usaha. Meningkatnya permintaan jumlah bunga potong di Indonesia telah membuka peluang bagi para pelaku bisnis untuk mengembangkan usaha rangkaian bunga. Permintaan tersebut diperkirakan akan terus meningkat seiring dengan meningkatnya tren rangkaian bunga potong di Indonesia. Kebutuhan bunga di Yogyakarta melonjak ketika terdapat acara-acara khusus seperti kegiatan wisuda, perayaan hari raya, pernikahan dan acara-acara adat. Kecenderungan masyarakat Yogyakarta terhadap bunga potong tersebut telah membuka peluang didirikannya bisnis rangkaian bunga Flowers Gallery.

Flowers Gallery merupakan model bisnis yang dirancang untuk menjawab kebutuhan konsumen dalam industri rangkaian bunga yang diharapkan mampu memenuhi keinginan dan kepuasan konsumen di Yogyakarta. Penelitian ini dilakukan untuk mengetahui kelayakan bisnis Flowers Gallery. Metode penelitian dilakukan dengan menggunakan desain penelitian deskriptif kualitatif dan kuantitatif yang dimulai dengan melakukan analisis lingkungan eksternal dan internal industri dari bisnis yang akan dijalankan, mengukur kelayakan bisnis dan menyusun rencana bisnis menggunakan konsep rencana bisnis fungsional.

Berdasarkan hasil analisis kelayakan, bisnis rangkaian bunga Flowers Gallery layak untuk dijalankan dengan modal awal sebesar Rp 354.372.000. Pada analisa perhitungan menggunakan analisis sensitivitas, bisnis rangkaian bunga Flowers Gallery menunjukkan hasil yang positif. Pada skenario pesimis didapatkan NPV Rp 645.250.025 dengan IRR sebesar 24% dan Payback Period 2,01 tahun. Pada skenario normal didapatkan NPV 1.531.070.805 dengan IRR sebesar 86% dan Payback Period 1,13 tahun. Sedangkan pada skenario optimis didapatkan NPV Rp 2.575.067.301 dengan IRR sebesar 148% dan Payback Period 0,75 tahun.

Kata kunci: Rencana bisnis, rangkaian bunga, kelayakan bisnis, strategi diamond, kanvas model bisnis, lima keunggulan bersaing, faktor keberhasilan kunci.

ABSTRACT

Along with the increasing number of business people in Indonesia, more and more business people are trying to seek opportunities in various types of businesses. The increasing demand for cut-flower in Indonesia has opened up opportunities for business people to develop floral arrangement business. This demand is expected to increase along with the increasing trend of cut-flower arrangements in Indonesia. The need of flowers in Yogyakarta jumped when there were special events such as graduation ceremonies, holiday celebrations, weddings and traditional events. The tendency of Yogyakarta people to cut-flowers has opened up the opportunity of the establishment of Flowers Gallery business.

Flowers Gallery is a business model designed to answer the needs of consumers in the flower industry is expected to meet the desires and customer satisfaction in Yogyakarta. This study was conducted to determine the feasibility of Flowers Gallery business. The research method is conducted by using qualitative and quantitative descriptive research design which begins by analyzing the internal and external environment of the business to be run, measuring the business feasibility and preparing the business plan using functional business plan concept.

Based on the results of feasibility analysis, Flowers Gallery business is feasible to run with an initial capital of Rp 354,372,000. In the calculation analysis using sensitivity analysis, Flowers Gallery business shows a positive result. In pessimistic scenario obtained NPV Rp 645.250.025 with IRR of 24% and Payback Period 2.01 years. In the normal scenario obtained NPV Rp 1,531,070,805 with an IRR of 86% and Payback Period 1.13 years. While in the optimistic scenario obtained NPV Rp 2.575.067.301 with IRR of 148% and Payback Period 0.75 years.

Keywords: Business plan, floral arrangement, business feasibility, diamond strategy, canvas model business, porter's five forces model of competition, key success factor.