

## Feasibility of My Chicken Restaurant Business Development in Bulukumba Regency

Agus Syam<sup>1\*</sup>, Wiwi Pertiwi<sup>2</sup>, Nur Halim<sup>3</sup>, Muhammad Jufri<sup>4</sup>, Sudarmi<sup>5</sup>

<sup>1\*,2,3,4</sup> Universitas Negeri Makassar, Indonesia

<sup>5</sup> Sekolah Tinggi Ilmu Manajemen Lasharan Jaya, Indonesia

Corresponding Author: [agus.syam@unm.ac.id](mailto:agus.syam@unm.ac.id) <sup>1\*</sup>)

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*Abstract: This research aims to determine the feasibility of opening a new branch at the My Chicken restaurant on Jalan Poros Tanjung Bira, Bulukumba district. This research uses a qualitative approach. Data collection was carried out through observation, interviews and documentation techniques. The collected data is processed using data reduction steps, data presentation, and drawing conclusions/verification. The results of this research show that, based on the marketing aspect, the My Chicken restaurant is worthy of development, but must continue to carry out evaluations to continue developing new strategies in new locations. From a technical aspect, it is feasible to carry out, however there needs to be improvements in the technology and machines used in the My Chicken restaurant production process. From socio-economic and environmental aspects, it is feasible because it can provide positive benefits and the My Chicken restaurant will manage and be responsible for the waste produced.*

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## Introduction

Culinary is a business sector that is growing rapidly and has great potential. Due to changes in lifestyle and increasing mobility of people, they are starting to think that buying ready-to-eat food is more practical than cooking it themselves (Satar & Buraerah, 2020). The development of the culinary business in Indonesia is currently driven by increasing purchasing power, the popularity of fast food, innovation in presentation, expansion of outlet networks, the role of social media, and diversity of consumer preferences. By continuing to adapt and follow market trends, culinary businesses can continue to develop and take advantage of the opportunities that exist in the ever-growing Indonesian food market (Anggraeni et al., 2023).

My Chicken restaurant is a business operating in the culinary sector that has great potential for development. This business was founded by Mr. Riswan Munandar in 2020. This business is located on Jalan Kusuma Bangsa, Ujung Bulu District, Bulukumba Regency. This restaurant offers various flavors of fried chicken. The background to the establishment of this business was seeing opportunities due to the increasing need for food from the community as well as changes in people's consumption patterns which have brought things to a more practical and efficient direction and the population has increased from year to year. Undoubtedly, many people today like the ease and convenience of buying ready-to-eat food and drinks, which reflects changes in consumption patterns, so My chicken food stalls are very helpful in that regard. For this reason, My Chicken Restaurant has great potential in developing its business. Business development is one strategy that can be carried out by business actors to improve business performance (Gunawan, 2019).

One form of business development is by opening new branches. Business development through new branches is one strategy that My Chicken restaurants can carry out to expand the market and increase income. By opening new branches, you can reach more customers, while increasing brand awareness and company image. Choosing the right location is one of the important factors that can influence the success of developing a new branch business. The right location will provide greater opportunities for the business to develop. The right location can be seen from several aspects, such as market potential and competitiveness. In selecting the location for the new branch of My Chicken restaurant, the researchers chose the location on Jalan Poros Tanjung Bira.

Jalan Poros Tanjung Bira is the main route connecting Bulukumba City with the Tanjung Bira Tourist Area. The Tanjung Bira Tourist Area is one of the popular tourist destinations in Bulukumba Regency. Therefore, this new branch location will be easily accessible to customers, both from Bulukumba City and from the Tanjung Bira Tourist Area. The Tanjung Bira Tourism Area has great growth potential. This is supported by the fairly rapid economic growth of Bulukumba Regency. Apart from that, the Tanjung Bira Tourist Area is also one of the favorite tourist destinations in South Sulawesi. Thus, this new branch location has the potential to increase sales and business profits.

However, selecting a new branch location must also consider other factors, such as potential competition and resource availability. Therefore, it is necessary to carry out an in-depth analysis before deciding to open a new branch (Syawal et al., 2020). So, in establishing

a new branch of My Chicken restaurant, certain stages need to be carried out so that the business can develop. To achieve this expansion requires a plan that can be measured in a business feasibility analysis (Putri Wahyuni Arnold et al., 2020). Business feasibility analysis can be understood as an analytical tool used to evaluate the feasibility of a business. Research is needed to determine whether a business is worth developing or not (Lukas & Evi, 2017). The assessment to determine the feasibility of a business must be based on the aspects that will be assessed next. The aspects assessed in the business feasibility study include legal aspects, financial aspects, marketing aspects, technical aspects as well as socio-economic and environmental aspects (Pasamangi, 2020).

However, the initial observations made by researchers on the My Chicken restaurant business were that the legal and financial aspects were feasible for business development. In terms of legality, My Chicken restaurant already has a business license. Meanwhile, in the financial aspect, it can be seen from the perspective that the business manager's capital is sufficient to start and carry out business operations in developing his business. So in this research only 3 (three) aspects can be evaluated, namely, marketing aspects, technical aspects and socio-economic and environmental aspects. Marketing aspects, technical aspects, as well as social economic and environmental aspects are important aspects that need to be considered in developing new branch businesses. These aspects are interrelated and influence each other. Therefore, analysis of these three aspects needs to be carried out comprehensively and thoroughly.

Analysis of marketing aspects will provide an overview of market potential and business competitiveness (Hammad Akram & Tinaprilla, 2020). Analysis of technical aspects will provide an overview of the feasibility of business operations and human resources. Analysis of socio-economic and environmental aspects will provide an overview of the impact of new branch business development on society and the environment. Based on the results of the analysis of these three aspects, business owners can make the right decision about whether developing a new branch business is feasible or not. Viewed from this perspective, it is necessary to carry out a business feasibility analysis on the development of the My Chicken restaurant business, namely to see the feasibility conditions for business development to produce an accurate conclusion in making the right decision in establishing a new branch.

## **Research Method**

This research uses a qualitative approach, namely research whose results are in the form of descriptive data through facts obtained directly from informants in this research using instruments from the researcher. This research was conducted at the My Chicken restaurant business in Bulukumba district and on Jalan Poros Tanjung Bira. On the subject of consumers and communities around the location, this new branch was selected using the Snowball technique. The research method used is descriptive qualitative research using data collection methods through observation, interviews, and documentation of research objects which will then be analyzed by concluding interviews with the subjects of this research, namely My

Chicken restaurant managers, customers, and the community around the location of the new branch selection in Jalan Poros Tanjung Bira.

## Result and Discussion

### 1. *Analysis of the feasibility of developing the My Chicken restaurant business from the Marketing Aspect*

In business development, the marketing aspect must pay attention to market opportunities, competitive analysis, market targets, and marketing mix strategies implemented so that the goods or services produced by the company are well received by the market.

#### a. Market Opportunity Analysis

Jalan Poros Tanjung Bira is a strategic location to open a My Chicken restaurant because it has large market potential. This makes My Chicken restaurants more affordable and easier for potential customers to find. By choosing a location on Jalan Poros Tanjung Bira, My Chicken restaurant will have a great opportunity and has quite good marketing prospects because this new location is located near a tourist center and close to a busy port and dense residential area.

#### b. Competitive Analysis

My Chicken restaurant has a great opportunity to compete on Jalan Poros Tanjung Bira with the right strategy. My Chicken restaurants need to focus on improving product and service quality, and carrying out effective promotions. Competitors are other companies that carry out the same production. My Chicken restaurant's competitors are other restaurants that produce the same products and are located around the location, but each restaurant has different quality and prices. There are four competitors located around the location and the other competitors are in the tourist area. The prices offered by restaurants around the location are more expensive than My Chicken restaurants. Even though it is cheaper, My Chicken restaurant products have good taste and quality. In facing this competition, My Chicken restaurants will strengthen their competitive advantage by identifying the unique advantages that My Chicken has, such as distinctive menus, quality raw materials, or effective customer service. Focus on strengthening and highlighting these advantages to differentiate yourself from new competitors.

#### c. Marketing Mix

Marketing mix is a collection of strategies and tactics used by companies to market their products or services to customers. In this case, the products offered by My Chicken restaurant are food and drinks. My Chicken restaurant serves various types of food to its consumers. Starting from original crispy chicken and cheese, original fried chicken and cheese, chicken burger, french fries and other packages according to consumer wishes. The types of food offered are types of food that are easy to make so they don't take a long time to serve. Apart from a variety of food, My Chicken restaurant also provides various kinds of drinks, ranging from mineral water, iced tea, orange ice and other ready-to-drink drinks. Apart from providing products in the form of heavy food, My Chicken restaurant also provides snack products.

My Chicken restaurant managers also try to maintain stable prices for their products so that they can always be reached by consumers. One of the methods used by My Chicken restaurant managers to maintain product price stability is by calculating the average production requirements and profits each day. So that if there is a spike in the price of raw materials on the market, production costs can be covered. Apart from that, according to the management of the My Chicken restaurant, they are trying to protect consumers. Protecting consumers here means reducing profits by not increasing prices. This means that when the price of production needs rises, so that the selling price remains affordable for consumers, the restaurant's profit is reduced.

In developing the new business, the location chosen for the My Chicken restaurant was on Jalan Poros Tanjung Bira, which is located on the edge of the main road which is the road to tourist attractions and is close to the Port of Poenyembrangan in Bira village, Bulukumba district. Apart from its strategic location because it is on the side of the main road, the location also has quite a large area so that it is possible to park vehicles not far from the restaurant. Another facility that My Chicken restaurant will provide is the availability of clean toilets and prayer rooms, so that it can meet the needs of its consumers and make consumers more comfortable.

My Chicken restaurant uses public relations as its main promotional tool. Where in this case the My Chicken restaurant not only has to relate to customers (consumers), suppliers and distributors, but also has to relate to a larger group of public interests. Apart from collaborating with transportation or tourism travel service providers, the promotions that will be carried out by My Chicken restaurant will apply personal selling techniques. Personal sales occur as a result of interactions between individuals who meet each other to maintain mutually beneficial exchange relationships with other parties, in this case the other party is the consumer.

#### d. Target Market

Target market in marketing refers to a specific segment or group of the population that is the focus of a product's marketing strategy. Within the scope of the My Chicken restaurant on Jalan Poros Tanjung Bira, market segmentation can be carried out to adapt offers to various customer preferences and needs. My Chicken restaurant has grouped its marketing segmentation based on demographics, geography and behavior.

After determining which market segmentation will be served, the next step is to determine the target market for My Chicken restaurants. The target of the My Chicken restaurant is tourists who are visiting tourist attractions, visitors from the port, and local residents because of its strategic location to reach these targets. Apart from that, the My Chicken restaurant target also has other targets such as establishing a restaurant in the area.

My Chicken restaurant has tried to build its own image among culinary connoisseurs and consumers. Positioning success is determined by the My Chicken restaurant's ability to differentiate itself effectively. A good assessment or impression is actually created from various components, such as service, product, taste, uniqueness, and others.

## 2. *Analysis of the feasibility of developing the My Chicken restaurant business in technical aspects*

Technical aspects in business development refer to everything related to the provision of production facilities and production processes. This covers various things, from selecting the location and technology to the machines that will be used in the My Chicken restaurant production process.

### a. Selection of My Chicken Restaurant Business Location

In selecting a business location, there are three aspects that must be considered, namely the availability of raw materials, labor supply, and transportation facilities to support business success. The needs of My Chicken restaurants and the freshness of the chicken can be guaranteed. Then the raw materials for spices and other complementary ingredients can be purchased at the nearest market and retail shop, because the location is not far from the traditional market in Bira village.

In recruiting workers, My Chicken restaurant managers place advertisements on social media to find workers who are competent and suit their needs. However, in recruiting workers, people living around the business location are prioritized because the management of the My Chicken restaurant wants to reduce unemployment, provide social benefits and improve the welfare of the surrounding community.

With smooth access, delivery of raw materials can be done easily and quickly. Apart from that, locations on busy main roads can also be an opportunity for marketing and promotion. Attractive billboards or banners along the road can attract the attention of motorists and promote My Chicken Restaurant to more people.

### b. Selection of Technology and Machinery

My Chicken restaurant has utilized technology as a marketing medium. Technology is also used to increase customer satisfaction, where an online ordering or payment system can be carried out at My Chicken restaurants to speed up service and help expand market reach and increase customer comfort in placing orders. Then, in the production process, My Chicken restaurants still use simple equipment such as stoves, fryers and other equipment.

## 3. *Analysis of the feasibility of developing the My Chicken restaurant business based on Socio-Economic and Environmental Aspects*

From a socio-economic and environmental perspective, the development of the My Chicken restaurant business is feasible because it can reduce unemployment in the local community and can provide positive benefits for the local economy. Apart from that, the My Chicken restaurant can process and be responsible for the waste that will be generated in the business production process.

## **Conclusion**

Based on the data that has been explained and analyzed above, to provide a more concise, precise and focused understanding. The development of the My Chicken restaurant business on Jalan Poros Tanjung Bira, Bira village, Bulukumba district is assessed from the

perspective The marketing aspect has been conditioned so that the marketing of the business can run well in the new location so that from the marketing aspect it can be said that the My Chicken restaurant is feasible to implement. Technical aspect analysis has outlined several things regarding the provision of production facilities and the production process starting from selecting a business location that can be said to be feasible with the selection being made especially close to the availability of raw materials, labor and transportation facilities that support the My Chicken restaurant in carrying out the process so that production runs well and smoothly. However, in choosing technology and machines, My Chicken restaurant only uses technology in promotional media via social media and still uses simple machines. So it can be seen that the development of the My Chicken restaurant is feasible in terms of location selection, while the choice of technology and machines in the production process still needs to be developed. From a socio-economic perspective, developing the My Chicken restaurant business is feasible because it can provide positive benefits by expanding employment opportunities and improving the economy around the new location. Apart from that, from an environmental aspect, My Chicken restaurants can process and be responsible for the waste that will be generated in the business production process.

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