

Studi kelayakan ekspansi usaha Klinik Bidan Jojor B. Sihombing = Expansion feasibility study of Klinik Bidan Jojor B. Sihombing

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Abstrak

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Dalam pengembangan bisnis seorang entrepreneur membutuhkan alat atau rencana agar usahanya kelak akan berhasil. Alat ini adalah perencanaan dan strategi dalam sebuah model dan rencana usaha. Model perencanaan dan strategi ini membutuhkan informasi, data, analisa, dan penelitian supaya dapat dipersiapkan dengan baik. Model perencanaan dan strategi pengembangan usaha yang akan dikembangkan adalah milik Klinik Bidan Jojor B. Sihombing. Klinik Bidan Jojor B. Sihombing adalah sebuah klinik bersalin yang sudah berdiri dari tahun 1991, berlokasi di Bulak Kapal Permai Blok DD No. 1 Tambun Selatan, Bekasi. Klinik berencana mengembangkan 2 klinik baru yaitu, di Lambangsari dan Margahayu. Terdapat beberapa masalah yang hendak dikaji, yaitu; apakah secara finansial investasi ini layak, apakah klinik mempunyai standar manajemen baku dalam pengembangan klinik baru, apakah competitive advantage klinik, dan bagaimanakah potensi dari lokasi ini? Akan dikaji secara mendalam mengenai lingkungan klinik secara menyeluruh baik internal maupun eksternal. Analisis pengembangan usaha akan dijelaskan melalui model usaha dan rencana usaha yang akan diuraikan ke dalam 4 macam rencana, yaitu; pemasaran, operasional, keuangan dan organisasi. Akan ada 3 proyeksi keuangan yang akan digunakan, yaitu; pesimis, realistik, dan optimis. Acuan analisa kelayakan finansial akan ditentukan oleh; Net Present Value, Internal Rate of Return, Profitability Index, dan Payback Period, dan analisis laporan keuangan. Melalui perhitungan secara keuangan semua asumsi yang digunakan ternyata feasible. Dengan pelayanan prima dan fasilitas yang memadai terbentuklah competitive advantage klinik. Dapat disimpulkan Klinik Bidan Jojor B. Sihombing merupakan usaha yang layak untuk dijalankan. Dengan studi kelayakan ini maka klinik akan mempunyai acuan standar pengelolaan klinik dan pertimbangan rencana pengembangan usaha.

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ABSTRACT

In a business development an entrepreneur requires a tool or a plan so that its business will eventually succeed. This tool is a Strategic plan in a model and business plan. And strategic planning model requires information, data, analysis, and research in order to be well prepared. Model of planning and business development strategies to be developed is owned by Klinik Bidan Jojor B. Sihombing. Klinik Bidan Jojor B. Sihombing is a maternity clinic that had stood from 1991, located in di Bulak Kapal Permai Blok DD No. 1 Tambun Selatan, Bekasi. Clinic plans to develop two new clinic that is, in Lambangsari and Margahayu. There are several issues to be examined, like; whether this investment financially feasible, whether the clinic has a standard management in the development of new clinics, What is the competitive advantage of clinic, and how the potential of this location? Will be studied in depth regarding overall clinical environment both internally and externally. Analysis of business development will be explained through business models and business plans that will be decomposed into four kinds of plans, namely; marketing, operations, finance and organization. There will be three financial projections that will be used, namely; pessimistic, realistic and

optimistic. Reference financial feasibility analysis will be determined by; Net Present Value, Internal Rate of Return, Profitability Index, and Payback Period, and financial statement analysis. Through all the financial calculation assumptions used turns feasible. With excellent service and adequate facilities forming the competitive advantage of the clinic. It can be concluded expansion or development plans Klinik Bidan Jojor B. Sihombing a viable business to run. With this feasibility study, the clinic will have a reference standard clinical management and business development planning considerations.;

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