ABSTRACT

FEASIBILITY STUDY ANALYSIS FOR BUSINESS DEVELOPMENT OF* AMANDA *LAUNDRY

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This study aims to analyze the feasibility of establishing a new branch of Amanda *Laundry as part of its business development strategy, in response to the increasing demand for fast and practical laundry services, particularly in urban areas. The background of this study is based on the continuous growth of the Micro, Small, and Medium Enterprises (MSMEs) sector, as well as the lifestyle trends of modern society, which tend to be busy and have limited leisure time.* Amanda *Laundry, as one of the businesses in the laundry service sector, has shown significant progress over the past three years in terms of both revenue and customer growth. However, before opening a new branch, an in-depth assessment is required to ensure that such an expansion is feasible from a business perspective.*

This study applied a quantitative descriptive method with a business feasibility study approach covering five main aspects: market and marketing, technical and technological, general management and human resources, financial, and legal. The data were obtained through observations, interviews, and Amanda *Laundry's internal documentation.*

The results indicate that, overall, the plan to open a new branch is deemed feasible. The market aspect shows high demand, the technical and resource aspects are adequate, management is sufficiently strong, and financially, the business has the potential to achieve a rapid payback period. In the establishment of the new branch, there were no significant legal obstacles identified. Therefore, the findings of this study are expected to serve as a basis for business decision-making and contribute to the development of MSMEs in the service sector.

Keywords: Business Feasibility Study, Laundry Services, MSMEs, Business Development, Amanda *Laundry*

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