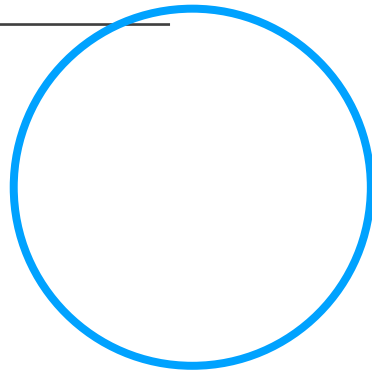
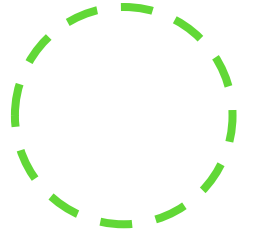


# FEASIBILITY STUDY

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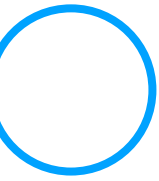
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❖ **Human Resource**

❖ **Production/Operation**





# HUMAN RESOURCE ASPECT



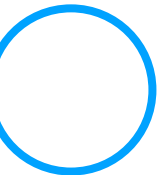
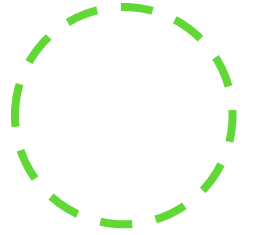
To identify and understand the owners' capability in managing business and human resource planning

1. Owners' capability
2. Organization structure
3. Job description
4. Job specification
- 5. Employees number and salary



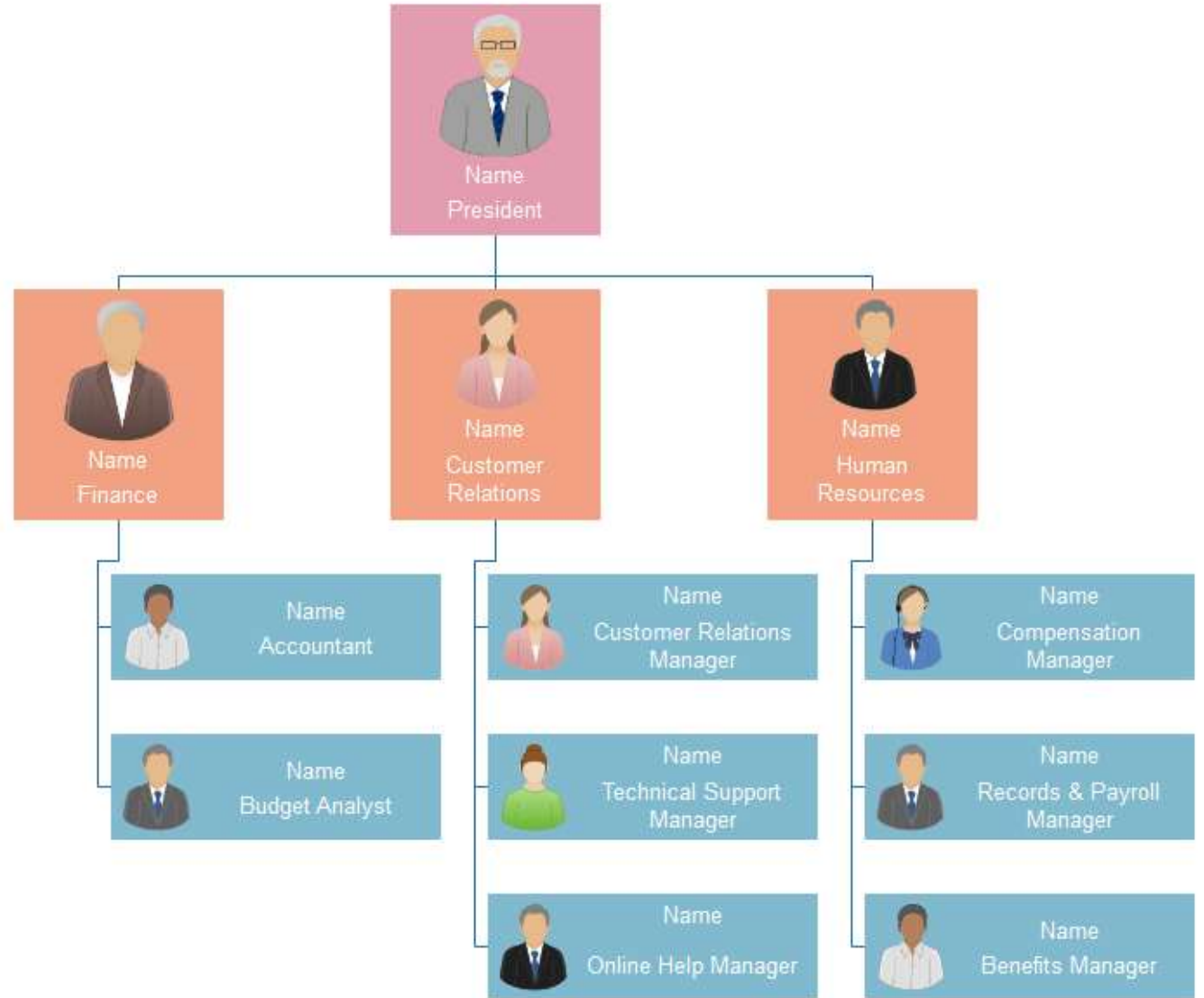
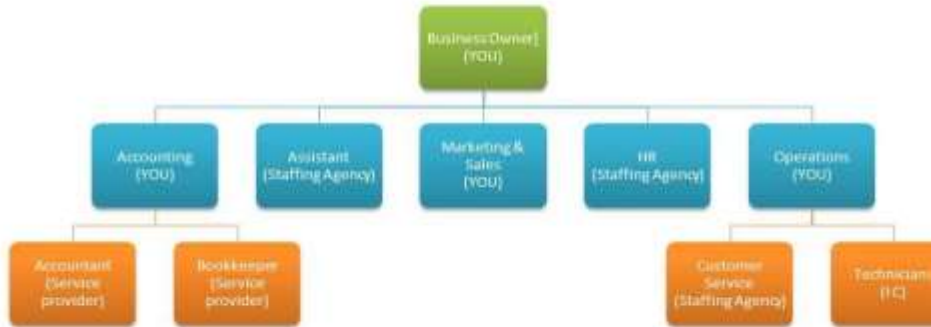
# 1. OWNERS' CAPABILITY

Explain owners' experience and skill in managing the business



# 2. ORGANIZATION

Organization Chart



# 3. JOB DESCRIPTION

## Ann Arbor Center for Independent Living: Micro Enterprise Works

### Assistant Specialist Position

The Ann Arbor Center for Independent Living is looking for a motivated, outgoing individual interested in looking to make a difference in the lives of others. We are looking for someone who can support entrepreneurs as they learn to launch their businesses. You must be experienced with social media and like working with people.

#### Primary Responsibilities

- Interact with customers to get questions answered about business start ups
- Assist business development staff with the development of electronic news and marketing announcements
- Coordinate registrations for workshops and events
- Coordinate regional business development seminars (planning, coordination with staff on mailings, pre-seminar follow-up)
- Assist and coordinate efforts in preparation of formal proposals, presentations
- Assist course instructors with preparation of course materials, including outreach to course attendees
- Utilize and enter data into all computer databases

#### Required Skills

- Strong basic computer skills, especially:
  - Knowledgeable in and experience with various Social Media Platforms
  - Basic knowledge in Canva or other graphic design software
  - Finding ways to fix operating glitches
- Knowledge and experience regarding the specific people served and the opportunities the program will provide:
  - People at or below the poverty level and/or with disabilities.
  - Experience in the basics of starting a small business

#### Traits Desired

- Reliable and conscientious
- Kind, compassionate, and supportive
- Organized and detail oriented
- Ability to work independently
- Solid communication skills

In addition, a positive attitude, creativity, a team-oriented and competitive outlook are all characteristics that will help applicants be successful in this role. A willingness to learn, problem-solving skills, and good time management are all a plus.

#### Kasir

- Membersihkan mesin dan meja POS (*Point of Sales*)
- Melayani konsumen dengan ramah dan sopan
- Menyebut jumlah uang yang harus dibayar konsumen
- Memberikan uang kembali
- Mencatat barang-barang kosong yang dikeluhkan
- Bertanggung jawab atas uang setoran

#### Pelayan

- Memenuhi permintaan konsumen
- Membersihkan area penjualan
- Merapikan menyusun dan memajang barang
- Memeriksa kelengkapan label harga
- Memerhatikan pengumuman dan cara promosi
- Mengenakan semua perlengkapan kerja

# 4. JOB SPECIFICATION

## E-commerce Executive

We have immediate requirement for E-commerce Executive profile.

**Company:** XYZ Pvt. Ltd.

**Position:** E-commerce Executive

**Industry:** E-commerce

**Location:** Mumbai

### Job Description

#### Duties and Responsibilities:

- E-commerce order processing and management on Flipkart, Amazon and E-Bay.
- Maintaining order records.
- Product listing and comparison with that of competitors.
- Payment and reconciliation of the orders.
- Managing returns and cancellation.
- Providing essential inputs to the management for decision making.

**Job Type:** Full-time

**Shift:** Morning Shift (9:00 A.M. to 5:00 P.M.)

### Job Specification

**Qualification:** 12TH Higher Secondary (Required)

**Experience:** E-commerce: 1-2 Years (Required)

#### Skills:

- Computer Proficiency
- Fluent English Communication (Verbal and Written)
- Ability to Work Under Pressure
- Analytical Abilities

**Salary:** As per company standards

## 5. EMPLOYEES NUMBER AND SALARY

**Jumlah Tenaga Kerja dan Gaji** (jika membutuhkan karyawan, jelaskan jumlah tenaga kerja yang dibutuhkan beserta gaji per bulannya untuk masing-masing karyawan tersebut. Jumlah gaji hendaknya sesuai standar Upah Minimum Provinsi (UMP).


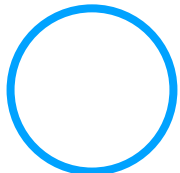
Pendirian swalayan syariah membutuhkan 21 karyawan dengan gaji di atas UMP. Rincian gaji per bulan setiap karyawan sebagai berikut:

3 kasir	:	3 x Rp2.800.000	=Rp 8.400.000
10 pelayan	:	10 x Rp2.300.000	=Rp23.000.000
2 bagian gudang (helper)	:	2 x Rp2500.000	=Rp 5.000.000
2 satpam	:	2 x Rp.2600.000	=Rp 5.600.000
1 manager	:	1 x Rp.5000.000	=Rp 5.000.000
1 akuntan	:	1 x Rp 3700.000	=Rp 3.700.000
2 cleaning service	:	2 x Rp 2200.000	=Rp 6.600.000




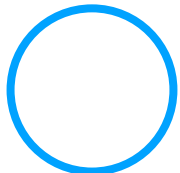


# PRODUCTION/OPERATION ASPECT

1. Location
  2. Production/operation process
    - From start to finish
    - Layout
  3. Product/service quality: Low, medium, high
    - Coffee: specialty, premium, commercial
    - Women's bag:
      - Original/ori, KW super premium/grade ori, KW super, KW super AA, KW super, KW semi super, KW 1, KW 2
      - Original, mirror, original equipment manufacture (OEM), original China (OC), KW grade ori/KW super premium, KW super, KW super AA, KW super B, KW semi super, KW 1,2,3
    - Halal certification, BPOM license
  4. Technology
    - Explain briefly the machine/equipment/hardware/software used
- 
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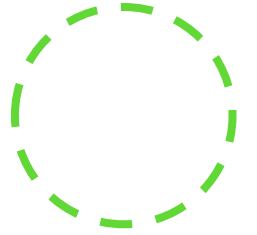


## 3. SWOT ANALYSIS

- a. Strengths
  - b. Weaknesses
  - c. Opportunities
  - d. Threats
- 
- 



# ASSIGNMENT



## 1. Introduction

## 2. Macroeconomic Analysis

- a. Economic
- b. Socio-cultural
- c. Regulation
- d. Technology

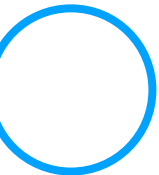
## 3. SWOT Analysis

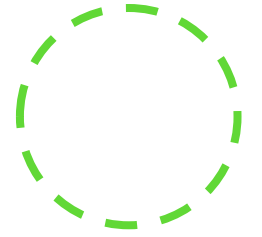
- a. Strengths
- b. Weaknesses
- c. Opportunities
- d. Threats



## 4. Marketing Aspect

- a. Segmentation
- b. Targeting
- c. Positioning





# QUESTIONS

