

A Business Feasibility Analysis of *Baksodas* as a Culinary Entrepreneurship Opportunity

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ABSTRACT

The “Baksodas” (Spicy Meatball Sausage) business project aims to create an innovative culinary business by combining meatballs and spicy sausages that are packaged in a practical manner. The implementation method includes the preparation stage (market analysis, raw material survey, production planning), implementation (production, marketing), and project completion. This business is run in Senggoro Village, Bengkalis, with an initial capital of IDR 150,000 and using existing production equipment. During the four-month period (September-December 2025), 697 units of products were sold at a selling price of IDR 4,000 and IDR 5,000 per piece. The financial results show a total income of IDR 2.814.000, total production costs of IDR 1.784.265, and a net profit of IDR 786.735. Effective marketing strategies include direct sales and collaboration with canteens in the campus environment. This project has proven to be profitable while also providing practical lessons in culinary business management.

Keywords: *Baksodas, Entrepreneurship, Production Management, Marketing Strategy, Business Financial Management*