STUDY OF BUSINESS FEASIBILITY OF GEZZARI DENTAL CLINIC IN EAST JAKARTA

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ABSTRACT

This study is conducted in Gezzari Dental Clinic, aiming to find out the business feasibility of Gezzari Dental Clinic by analyzing law aspects, market and marketing aspects, technical and technological aspects, management and human resources aspects, and financial aspects. Gezzari Dental Clinic is one of dental clinics located in East Jakarta that serves patients, especially Japanese people by using Japanese language-based to facilitate the patients and doctors in terms of communication. The approach used in this study is qualitative methods in which the researchers conduct the observation and interview with people who know the situation of dental clinic management in Jakarta. Whereas the sampling techniques is purposive sampling by determining the data source obtained from the one who has been interviewed and chosen by considering specific purposes. The data collection methods is done in the form of interview, observation, and documentation. The law aspects is used to analyze the license legality and business location. The market aspects is used to analyze the business environment using PEST analysis, the structure of the industry using Porter's Five Forces Model analysis and SWOT analysis. The market aspects is used to analyze the marketing target, segmenting targeting positioning and marketing mix. The technical and technological aspects are used to analyze the location, layout, and technology. The management and human resources aspects are used to analyze the organizational structure, job description and standard operation procedure of the service flow. Financial aspects is used to analyze the feasibility of investment using the method of payback period, net present value, and internal rate of return calculation, and risk analysis. Furthermore, this study confirms that legal aspects, market and marketing aspects, technical and technological aspects, management and human resources aspects, and financial aspects of Gezzari Dental Clinic is eligible.

Keywords: Business, Feasibility, Dental Clinic, East Java

INTRODUCTION

Oral and dental health often becomes secondary priority for human. Meanwhile, it is an entrance for germ and bacteria so that they can disturb the health of other body organs. Based on Indonesia Basic Health Research 2007 and 2013, the percentage of people who have oral and dental problems has increased from 23.3% to 25.9%. According to those who have oral and dental problems, the percentage of people who get dental treatment has increased from 29.7% in 2007 to 31.1% in 2013. The DMT-D index describes the level of dental damage severity. It is the sum of D-T, M-T, and F-T index which shows that the amount of dental