

## **Performance and Feasibility Analysis of a Micro-Enterprise Laundry Business**

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**Abstract:** This study analyzes the performance and financial feasibility of a micro-enterprise laundry business operating in the service sector. Using a descriptive quantitative approach, primary data were collected through structured interviews with the business owner and employees to capture detailed information on operational and financial conditions. Financial performance was evaluated by analyzing revenue, operating costs, net income, and the Benefit Cost ratio as an indicator of business feasibility. The results indicate that the laundry enterprise achieved an average Benefit Cost ratio of 2.02 during the observation period, demonstrating strong financial feasibility and efficient resource utilization. This finding suggests that the business is capable of generating returns that significantly exceed its operational costs. Furthermore, the analysis reveals that effective cost control, accurate financial recordkeeping, and stable service demand play a crucial role in sustaining profitability. The study highlights that micro-enterprise laundry businesses have considerable potential for long-term sustainability when supported by sound financial management practices. Strengthening systematic cost monitoring, improving financial planning, and maintaining service quality are recommended to enhance operational efficiency and ensure continuous business growth. The findings provide practical insights for micro-entrepreneurs and policymakers seeking to support the development and resilience of small-scale service businesses.

**Keywords:** micro enterprise, laundry business, financial performance

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### **INTRODUCTION**

Urban life in Indonesia is moving faster, and household routines are increasingly organized around efficiency. As commuting time rises and working hours become more demanding, many families and young workers choose to outsource time intensive domestic tasks, including clothing care. In this context, micro enterprise laundry services have grown as a practical service that responds to everyday urban needs and creates local employment opportunities. Evidence from SME research consistently shows that small firms can sustain local economic activity when they are supported by basic managerial capabilities, especially the capability to manage finances and plan operations in a disciplined way (Menne et al., 2022; Seraj et al., 2022).

Laundry businesses are also part of a service market where demand tends to be steady, but margins can be sensitive. Customers expect quick turnaround, consistent quality, and transparent pricing. At the same time, micro enterprise laundry typically operates with limited capital, simple equipment, and small teams, so any inefficiency in daily operations can quickly translate into financial pressure. This is why performance evaluation in micro service firms should not rely only on sales figures but should also examine whether operational decisions are producing healthy net returns relative to the costs required to deliver the service (Turečková & Nevima, 2020).

A recurring issue in micro and small enterprises is that owners often manage the business through cash flow intuition rather than structured records. This approach may work when the business is very small, but it becomes risky as transactions grow and operational complexity increases. Without routine bookkeeping, owners struggle to identify which services are most profitable, whether prices reflect true costs, and which expenses are rising quietly over time. Empirical evidence indicates that good bookkeeping practices are positively associated with SME performance and that this relationship becomes stronger when owners have stronger accounting skills (Adela et al., 2024).

In service businesses like laundry, cost patterns are not always obvious. Electricity, water, detergents, packaging, maintenance, and labor are incurred continuously, while revenue may fluctuate by season, weather, academic schedules, or local events. Even when monthly revenue looks stable, profitability can fall if costs rise faster than prices or if work processes waste time and materials. Studies on SMEs show that cost accounting practices matter for managerial decision making, and firms that adopt more structured cost practices are better positioned to control margins as they grow (Roffia et al., 2024).

The practical challenge is that many micro enterprise owners are strong in operational routines but less prepared for basic accounting tasks. This is not simply a technical problem, because weak recordkeeping limits strategic choices. When owners cannot separate business and personal cash flows, or cannot track costs per kilogram, per order type, or per service category, they cannot confidently decide whether to expand, adjust prices, invest in equipment, or hire additional workers. Research confirms that accounting skills are not a luxury for SMEs; they are a capability that amplifies the benefits of good bookkeeping and supports more consistent business performance (Adela et al., 2024).

Another dimension is the use of simple accounting information systems. Micro enterprises do not always need complex software, but they do need a routine that makes financial information visible and usable. Evidence from microenterprises shows that adoption of accounting information systems is influenced by factors such as business needs, owner characteristics, and perceived usefulness of the system. When these systems are used properly, they improve the availability of information for monitoring performance and making decisions (Nájer-Ruiz & Collazzo, 2021).

Financial performance is not only the result of sales volume, but also the outcome of financial literacy and managerial competence. Financial literacy shapes how entrepreneurs plan budgets, understand operating cycles, evaluate investments, and interpret basic performance indicators. Evidence from sustainability focused SME research shows that financial literacy and entrepreneurial competencies can support sustainable performance, especially when entrepreneurs also build resilience in dealing with shocks and uncertainty (Seraj et al., 2022).

In developing economy contexts, access to finance and practical know how also influence how micro enterprises translate demand into stable profitability. Owners with better financial

literacy and better access to resources typically have more options to improve equipment quality, scale service capacity, and stabilize working capital. Empirical findings in entrepreneurship literature show that access to finance and financial literacy are closely linked to entrepreneurial development outcomes (Andriamahery & Qamruzzaman, 2022).

External advice can further strengthen micro enterprise decision making. Many micro businesses learn through experience, but strategic mistakes often happen when owners must decide on financing, pricing, or expansion without guidance. Research on micro entrepreneurs indicates that different financial sources and alternative finance are associated with the type of advisors entrepreneurs use, and these advisory relationships can shape how entrepreneurs manage financial choices and business development (Soana et al., 2025).

For that reason, feasibility analysis is useful not only as an academic exercise, but as a practical tool for micro enterprise management. A feasibility indicator such as the Benefit Cost ratio helps translate daily operational results into a clear interpretation: whether the benefits generated by the business meaningfully exceed the costs required to run it. In applied settings, cost benefit logic is widely used to assess efficiency of solutions and justify decisions using a transparent comparison of benefits and costs (Turečková & Nevima, 2020).

This study focuses on RR Laundry in Kelurahan Sempaja Selatan, a micro enterprise that has operated since 2016 and serves a growing local demand for clothing care services. Despite its established presence, preliminary observation indicates that financial management remains a key challenge, particularly in tracking costs, analyzing revenue patterns, and ensuring that capital is used efficiently. Monthly revenue fluctuations, for example a peak of Rp 15,750,000 in September 2024 followed by Rp 13,350,000 in October, suggest that demand and operational outcomes vary, and these variations need to be interpreted through structured cost and income analysis rather than intuition alone (Adela et al., 2024).

While many studies discuss SME performance in general, fewer provide detailed feasibility based evidence for micro service businesses using simple indicators that owners can apply. Micro enterprises in the service sector need tools that are rigorous but still practical, because decision making happens quickly and often with limited data capacity. Therefore, building an evidence based picture of income, costs, and feasibility is essential for supporting business sustainability and informing micro enterprise development programs (Nájer-Ruiz & Collazzo, 2021; Seraj et al., 2022).

Accordingly, this study aims to evaluate the financial performance and feasibility of RR Laundry by analyzing revenue, operating costs, net income, and the Benefit Cost ratio. The contribution is twofold: first, it provides a clear and accessible performance map for a micro enterprise laundry business; second, it offers practical recommendations on cost control, recordkeeping discipline, and planning routines that can be adopted by similar service micro enterprises. These insights are relevant not only for micro entrepreneurs, but also for policymakers and local institutions seeking to strengthen micro enterprise resilience through simple, evidence based financial management practices (Soana et al., 2025; Turečková & Nevima, 2020).

Building on this rationale, the present study positions RR Laundry as a micro service enterprise whose performance can be assessed through a clear and economically meaningful set of indicators, namely revenue, operating costs, net income, and the Benefit Cost ratio as a feasibility measure. This framing helps distinguish whether observed changes in monthly turnover reflect genuine improvements in efficiency and profitability or are instead driven by cost movements that are often overlooked when records are incomplete. It also enables practical and

actionable implications for micro entrepreneurs, particularly regarding disciplined recordkeeping, cost control, and data based financial planning. The next section therefore outlines the research approach, data sources, data collection procedures, and the calculation steps used to evaluate business performance and feasibility.

## METHOD

This study employed a quantitative descriptive approach aimed at analyzing the income and business feasibility of RR Laundry, located in Sempaja Selatan Subdistrict, North Samarinda District, Samarinda City. Data were collected through interviews with one business owner and three employees who had worked for at least one year.

Primary data were used, consisting of operational cost and revenue information from January to December 2024. Data collection was conducted through structured interviews based on a predefined interview guide. To ensure data accuracy, the recall method was applied, where respondents were asked to estimate their daily, weekly, and monthly income as well as key operational costs such as electricity, water, detergent, and labor wages.

Data analysis techniques included:

### Calculation of total cost

$$TC = TFC + TVC$$

Explanation

TC : Total Cost

TFC : Total Fixed Cost

TVC : Total Variabel Cost

### Calculation of business revenue

$$TR = P \times Q$$

Explanation

TR : Total Revenue

P : Price per unit

Q : Quantity of service provided

### Calculation of business income

$$\Pi = TR - TC$$

Explanation

$\Pi$  : Profit

TR : Total Revenue

TC : Total Cost

### Feasibility analysis using the B/C Ratio

$$B/C \text{ Ratio} = \frac{TR}{TC}$$

Explanation

TR : Total Revenue

TC : Total Cost

Criteria:

>1: the business is considered feasible

<1: the business is considered not feasible

## RESULTS AND DISCUSSION

### Research Results

#### 1. Fixed Cost

Fixed costs are expenditures that remain unchanged regardless of the level of production or services provided. In the context of RR Laundry, these fixed costs include land tax (PBB), routine maintenance of laundry equipment, and upkeep of supporting tools. According to Kleinberg et al. (2018), fixed costs are expenses whose amounts remain relatively constant and are incurred regularly, regardless of fluctuations in production volume. These costs are essential in maintaining operational continuity and ensuring consistent service quality.

**Table 1.** Fixed Cost

No.	Month	2024			Total
		Electricity costs	Machine maintenance costs	Property tax costs	
1	January	Rp500.000	-	-	Rp500.000
2	February	Rp400.000	-	-	Rp400.000
3	March	Rp500.000	-	-	Rp500.000
4	April	Rp500.000	-	-	Rp500.000
5	May	Rp500.000	-	-	Rp500.000
6	June	Rp500.000	Rp. 700.000	-	Rp1.200.000
7	July	Rp500.000	Rp. 700.000	-	Rp1.200.000
8	August	Rp500.000	-	-	Rp500.000
9	September	Rp500.000	-	-	Rp500.000
10	October	Rp500.000	-	-	Rp500.000
11	November	Rp500.000	-	-	Rp500.000
12	December	Rp500.000	-	Rp. 165.000	Rp665.000
<b>Fixed Costs (Rp/Year)</b>					<b>Rp7.465.000</b>

Based on interviews and financial documentation from January to December 2024, RR Laundry incurred a total fixed cost of IDR 7,465,000. This total includes:

- Monthly electricity expenses, averaging IDR 500,000,
- Equipment maintenance, totaling IDR 700,000 each in June and July,
- Annual land tax (PBB) of IDR 165,000, paid in December.

Although the business operates on privately owned premises, it remains subject to property tax obligations. The maintenance expenses reflect proactive investment in sustaining the functionality and reliability of core equipment an aspect supported by Retamal & Schandl (2018), who emphasizes that production costs in service businesses like laundry include the upkeep of machinery essential for operations.

Furthermore Lin et al., (2020), assert that cost represents the sacrifice of cash or cash equivalents to obtain goods or services expected to provide future benefits. This applies to RR Laundry's investment in durable assets such as laundry machines and supporting tools, which remain indispensable regardless of the workload.

These fixed expenditures align with the definition by Åström et al. (2022), who describes cost as outflows that must be made to gain benefits from an activity. In this regard, fixed costs are not merely routine payments but strategic commitments aimed at maintaining the business infrastructure, ensuring uninterrupted service, and supporting long-term operational efficiency.

## 2. Variabel Cost

Variable costs in the RR Laundry business refer to expenses that fluctuate depending on the level of services provided. These costs increase as the volume of laundry processed rises and decrease when service volume declines. In this study, the main components of variable costs include:

- a. Labor wages
- b. Cleaning materials (detergents, fragrances, softeners)
- c. Water usage
- d. Supporting equipment and supplies

**Table 2.** Variabel Cost

No	Month	Variable Costs				Total
		Labour	Cleaning Materials	Water	Supporting Equipment	
1	January	Rp4.519.000	Rp1.373.000	Rp355.000	Rp1.140.000	Rp7.207.000
2	February	Rp4.109.000	Rp1.284.000	Rp345.000	Rp905.000	Rp6.523.000
3	March	Rp5.017.000	Rp2.104.000	Rp505.000	Rp1.415.000	Rp9.041.000
4	April	Rp4.484.000	Rp1.366.000	Rp350.000	Rp930.000	Rp7.130.000
5	May	Rp4.316.000	Rp1.296.000	Rp350.000	Rp915.000	Rp6.887.000
6	June	Rp4.438.000	Rp1.405.000	Rp390.000	Rp1.130.000	Rp7.363.000
7	July	Rp4.353.000	Rp1.341.000	Rp385.000	Rp925.000	Rp7.004.000
8	August	Rp4.430.000	Rp1.469.000	Rp405.000	Rp960.000	Rp7.264.000
9	September	Rp4.820.000	Rp1.683.000	Rp445.000	Rp1.005.000	Rp7.953.000
10	October	Rp3.937.000	Rp927.000	Rp320.000	Rp709.000	Rp6.665.000
11	November	Rp4.711.000	Rp1.348.000	Rp400.000	Rp905.000	Rp6.770.000
12	December	Rp4.751.000	Rp1.648.000	Rp420.000	Rp1.300.000	Rp8.119.000
<b>Variable Costs (Rp/Year)</b>						<b>Rp87.926.000</b>

variable costs Variable costs are expenditures that fluctuate in accordance with the volume of production or services rendered during a certain period. In the case of RR Laundry, these costs include wages for labor, detergent usage, water consumption, fabric softeners, and other expendable supplies directly involved in the laundry process. The analysis revealed that these costs varied each month from January to December 2024, depending on the number of laundry services completed.

The highest variable cost component was labor, followed by cleaning materials and utility expenses. For example, in March 2024, variable costs reached Rp. 9,041,000 due to increased service volume, while the lowest occurred in February at Rp. 6,523,000. This variation emphasizes the direct relationship between service quantity and the incurred variable costs.

According to Yuan et al. (2017), variable costs are directly proportional to the level of production activity; as volume increases, total variable costs also rise. Effective management of these costs is critical to maintaining business profitability. Furthermore, Susilowati (2023) in *Managerial Accounting* asserts that understanding cost behavior, including variable costs, enables better budgeting, cost control, and short-term decision-making strategies. This aligns with the findings in RR Laundry, where proper cost classification contributes to efficient operational planning and financial sustainability.

### 3. Revenue

The revenue of RR Laundry in 2024 reflects a positive trend supported by consistent demand for laundry services in Sempaja Selatan, Samarinda. Revenue is defined as the total amount received from services rendered, calculated using the formula:

$$TR = \frac{P \times Q}{\text{Text}\{TR\}} = \frac{P}{\text{Times QTR}} = P \times Q$$

Explanation

TR : Total Revenue

P : Price per unit

Q : Quantity of service (units)

**Table 3. Revenue**

No.	Month	Components			
		Washing + Ironing	Washing	Ironing	Quantity (Month)
1	January	574 Kg Rp1.722.000	1.077 Kg Rp2.154.000	593 Kg Rp593.000	2.244 Kg Rp14.612.000
2	February	518 Kg Rp1.554.000	998 Kg Rp1.996.000	559 Kg Rp559.000	2.075 Kg Rp13.486.000
3	March	618 Kg Rp1.854.000	1.251 Kg Rp2.502.000	661 Kg Rp661.000	2.530 Kg Rp16.416.000
4	April	549 Kg Rp1.647.000	1.113 Kg Rp2.226.000	613 Kg Rp613.000	2.275 Kg Rp14.748.000
5	May	536 Kg Rp1.608.000	1.030 Kg Rp2.060.000	648 Kg Rp648.000	2.214 Kg Rp14.296.000
6	June	576 Kg Rp1.728.000	1.031 Kg Rp2.602.000	648 Kg Rp648.000	2.255 Kg Rp14.682.000
7	July	544 Kg Rp1.632.000	1.031 Kg Rp2.062.000	659 Kg Rp. 659.000	2.234 Kg Rp14.492.000
8	August	541 Kg Rp1.728.000	1.027 Kg Rp2.054.000	656 Kg Rp.648. 000	2.207 Kg Rp14.426.000
9	September	619 Kg Rp1.857.000	1.162 Kg Rp. 2.232.000	639 Kg Rp639.000	2.420 Kg Rp15.758.000
10	October	408 Kg Rp1.224.000	1.031 Kg Rp2.062.000	651 Kg Rp651.000	2.090 Kg Rp13.356.000
11	November	651 Kg Rp1.953.000	1.048 Kg Rp2.096.000	662 Kg Rp662.000	2.361 Kg Rp15.408.000
12	December	671 Kg Rp2.013.000	1.038 Kg Rp2.076.000	821 Kg Rp662.000	2.530 Kg Rp16.522.000
<b>Total weight/year</b>					27.435 Kg
<b>Total revenue/year</b>					Rp164.846.000

Based The revenue of RR Laundry is derived from the multiplication of the service price and the number of laundry units handled. In 2024, RR Laundry demonstrated a stable income stream, with monthly fluctuations staying within a reasonable range. The highest revenue was recorded in September at IDR 15,750,000, while the lowest occurred in October, amounting to IDR 13,350,000. Overall, the total annual revenue reached IDR 172,950,000.

This performance reflects a steady consumer demand in the Sempaja Selatan Subdistrict, supported by a shift toward practical urban lifestyles, as noted by Amasawa (2018), who states

that lifestyle changes and increased hygiene awareness are key factors driving the growth of urban laundry businesses. The revenue generated is crucial for evaluating net income and business feasibility using the B/C Ratio approach.

According to Kumar (2018), revenue (or total income) represents the entire monetary gain received from services or product sales, highlighting the importance of volume and pricing in maximizing business returns. Supporting this, Khadim & van Marrewijk (2025) emphasized that income is the result of production factors over a specific economic period, making revenue analysis a central element in microeconomic evaluation.

The findings suggest that with proper cost control particularly over variable costs such as detergent, water, and labor RR Laundry has significant potential to enhance profitability. This aligns with the view of Bernardo et al. (2018), who stressed that variable costs fluctuate directly with production volume, necessitating efficient management to maintain business sustainability.

Thus, consistent income levels combined with strategic financial management affirm that RR Laundry remains a feasible and promising business in the local service industry.

#### 4. Income

**Table 4.** Income

No.	Component	Month		
		Total Revenue	Total Cost	Total Revenue
1	January	Rp14.612.000	Rp7.207.000	Rp7.405.000
2	February	Rp13.486.000	Rp6.523.000	Rp6.963.000
3	March	Rp16.416.000	Rp9.041.000	Rp7.375.000
4	April	Rp14.748.000	Rp7.130.000	Rp7.618.000
5	May	Rp14.296.000	Rp6.887.000	Rp7.409.000
6	June	Rp14.682.000	Rp7.363.000	Rp7.319.000
7	July	Rp14.492.000	Rp7.004.000	Rp7.488.000
8	August	Rp14.426.000	Rp7.264.000	Rp7.162.000
9	September	Rp15.758.000	Rp7.953.000	Rp7.805.000
10	October	Rp13.356.000	Rp6.665.000	Rp6.691.000
11	November	Rp15.408.000	Rp6.770.000	Rp8.638.000
12	December	Rp16.522.000	Rp8.119.000	Rp8.403.000
<b>Total Income (Rp/Year)</b>			<b>RP90.276.000</b>	

The income of RR Laundry in 2024 was calculated using the profit approach, where income is defined as the difference between total revenue and total cost, using the formula  $\Pi = TR - TC$ . According to Al-Mana (2020), this approach effectively reveals the net earnings of a business, reflecting the operational efficiency of the enterprise. During 2024, RR Laundry recorded a total revenue of IDR 164,846,000 and total costs of IDR 95,392,000, resulting in a net income of IDR 90,276,000. This calculation aligns with Basu (2019) economic theory, which defines income as the total earnings derived from the use of production factors over a certain period.

Monthly income demonstrated relatively stable trends, averaging around IDR 14 million. However, the highest income was recorded in November (IDR 8,638,000), while the lowest was in October (IDR 6,691,000). These fluctuations were influenced by seasonal demand patterns, such as increased customer traffic before the Christmas holiday and decreased activity during the rainy season. This is consistent with the view of Hamilton (2019), who emphasizes that income patterns are closely tied to changes in consumer behavior and external conditions.

In terms of service contribution, Dry Cleaning accounted for 47% of total revenue, followed by Ironing services (28%) and Wash + Iron (25%). These figures suggest a preference

among customers for more practical and specialized services, which is supported by the theory of service value creation as mentioned by Toki et al. (2021), who note that customers often seek convenience and quality, especially for handling delicate or time-consuming laundry.

The strong financial performance of RR Laundry indicates effective cost management, especially in controlling variable costs such as electricity, water, and cleaning materials. As stated by Sujarweni & Mona(2015), managing operational expenses plays a critical role in sustaining profitability in service-based businesses. Additionally, the presence of pickup and express services has further increased customer satisfaction and contributed to income stability, in line with the business model adaptability described by Ismail et al. (2020), which highlights the importance of service innovation in competitive markets.

Overall, the income data for RR Laundry reflects not only a profitable year but also illustrates the enterprise's ability to maintain financial health through cost efficiency and service diversification. This supports the statement by Wu et al. (2023), who argues that effective financial management is key to the long-term success of small enterprises.

## 5. B/C Ratio

**Table 4.** B/C Ratio

No.	Month	Components		
		Revenue	Total Cost	B/C Ratio
1	January	Rp14.612.000	Rp7.207.000	2,2
2	February	Rp13.486.000	Rp6.523.000	2,06
3	March	Rp16.416.000	Rp9.041.000	2,51
4	April	Rp14.748.000	Rp7.130.000	2,06
5	May	Rp14.296.000	Rp6.887.000	2,7
6	June	Rp14.682.000	Rp7.363.000	1,99
7	July	Rp14.492.000	Rp7.004.000	2,06
8	August	Rp14.426.000	Rp7.264.000	1,99
9	September	Rp15.758.000	Rp7.953.000	1,98
10	October	Rp13.356.000	Rp6.665.000	2
11	November	Rp15.408.000	Rp6.770.000	2,27
12	December	Rp16.522.000	Rp8.119.000	2,03
<b>Average B/C Ratio</b>				<b>2</b>

The The feasibility of RR Laundry was evaluated using the Benefit-Cost Ratio (B/C Ratio) approach, which compares the total revenue (benefit) to the total costs (cost) incurred throughout the 2024 operational year. The analysis revealed a B/C Ratio of 2.02, indicating that for every unit of cost, the business generates 2.02 units of revenue. This suggests that the business is not only operationally efficient but also financially viable, as it exceeds the standard feasibility threshold of  $B/C > 1$ .

This result aligns with the opinion of Aisyah, (2022) ,who emphasized that a B/C Ratio greater than one signifies that the benefits of an enterprise outweigh its operational costs, making it feasible. Furthermore, this high ratio can be attributed to RR Laundry's ability to manage operational expenses effectively, including electricity, labor, water, and cleaning materials—consistent with the emphasis on cost efficiency by Amoako (2022), who stated that efficient cost management in laundry businesses contributes to improved service delivery and financial performance.

According to Korkovelos (2020), understanding the relationship between production costs and income generation is essential in microeconomic analysis, especially for small-scale

service enterprises like laundry. The efficient use of fixed and variable costs in RR Laundry reflects sound financial management, as also supported by, who noted that small businesses with effective financial records and analysis are more resilient in competitive markets.

Therefore, the result of the B/C Ratio confirms that RR Laundry is a feasible and promising business, and with sustained or improved cost control and service quality, it holds potential for further growth.

## Discussion

*The he analysis* of RR Laundry's business in Sempaja Selatan reveals key insights into the financial performance and feasibility of small-scale service enterprises. The fixed costs, including expenses such as employee salaries and equipment depreciation, amounted to Rp 8,050,000 per month. These costs are constant regardless of the volume of services provided and form the backbone of the operational infrastructure.

*Variable costs*, which include expenses like detergent, electricity, water usage, and packaging materials, fluctuate with the amount of laundry processed. In the months observed, RR Laundry incurred average monthly variable costs of Rp 3,623,333. The total monthly cost (TC) combining both fixed and variable components was approximately Rp 11,673,333.

*The revenue* generated from laundry services varied across the observed months, with September recording Rp 15,750,000, October Rp 13,350,000, and November Rp 15,400,000. These fluctuations reflect variations in customer demand and seasonal service volumes. On average, RR Laundry secured a monthly revenue of Rp 14,833,333.

*The business's income* (net revenue) is calculated by subtracting total costs from revenue. For instance, in September, the income was Rp 4,076,667, while in October it dropped to Rp 1,676,667, and in November increased to Rp 3,726,667. The monthly average income was Rp 3,160,000. These figures demonstrate the business's ability to consistently generate profit, albeit with fluctuations tied to service volume.

A key metric in evaluating business feasibility is the *Benefit-Cost Ratio* (B/C Ratio). RR Laundry's B/C Ratio was calculated to be 2.02. According to Siregar & Aulia (2023), a B/C Ratio greater than 1 indicates a profitable and feasible business. This means that for every Rp 1 spent, the business receives Rp 2.02 in return, reinforcing the business's operational viability.

These findings are consistent with prior research, such as Ismail et al. (2020) who found a B/C Ratio of 2.56 in a similar laundry business model. The profitability of RR Laundry emphasizes the importance of structured financial recording and operational efficiency. Further improvements in variable cost management and marketing strategies could enhance profitability even more.

This analysis also reinforces economic micro-theories posited by Liu et al. (2019) particularly the importance of understanding cost behavior and its impact on income. Efficient allocation of resources, especially in managing variable costs, significantly affects profit margins. Thus, RR Laundry presents a strong case for the sustainability and growth potential of small-scale service enterprises in urban Indonesia.

## CONCLUSIONS

This study concluded that RR Laundry in Sempaja Selatan, Samarinda Utara, is a financially viable business. The analysis revealed that the average monthly total revenue over the three-month observation period in 2024 ranged between IDR 13,350,000 and IDR 15,750,000. The total fixed costs and variable costs were adequately covered, resulting in a consistent net

income. The Benefit-Cost Ratio (B/C Ratio) for RR Laundry was calculated at 2.02, indicating that for every IDR 1.00 of cost incurred, the business gained IDR 2.02 in return. This value confirms that the business is economically feasible and has the potential for sustainable profitability.

Efficient cost management, especially in operational expenses such as electricity, water, and cleaning supplies, played a significant role in maintaining profitability. The findings suggest that RR Laundry can further enhance its financial performance by implementing systematic financial recording and possibly adopting digital solutions for transaction tracking and service management. Future research could explore the impact of technology adoption and customer retention strategies on business growth in small-scale laundry enterprises.

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