

ABSTRACT

As an pioneer of Peyek Belut production areas in Godean sub-district, UKM Sido Urip is a well-known Peyek Belut factory. Since its establishment in 2012, UKM Sido Urip was successfully produced tons of Peyek Belut product's every year. Having a good reputation and customer's from any segment doesn't mean the business process of UKM Sido Urip exist without any problems. The number of maximum production capacity is irrelevant with the amount of annual demand growth. This condition cause demand-rejecting by UKM Sido Urip because the number of customer finish good need's more than its production, especially when the big day like Iedul Fitri and another holiday season comes, UKM Sido Urip's demand was increased more than twice from its average. So, the stakeholder of Sido Urip has a plan to build their own branch to increase their productivity. Beside that, the new branch having another purposes such as marketing expansion like online-selling product.

This research was created to analyzing the feasibility of UKM Sido Urip new branch based on its related aspect, such as marketing aspect, technical and technological aspect, financial aspect, until risk and feasibility analysis. As a result of marketing aspect is, potential market of new branch program is 70%, marketing availability 96.7%, marketing target is 0.01%. Technical and technological aspect has a result that UKM Sido Urip having 3 main tools, it is Fireplace, grinding machine, and sealer machine. Financial aspect has a result of Internal Rate of Return 24% compared with its Minimum Average Rate of Return 7%, that means, this business plan is feasible and can be implemented with Pay Back Period duration 3,4 year's and its having a Net Present Value rate Rp 69.491.103