

ABSTRACT

UKM XYZ is an effort in the field of food producing chocolate banana chips. Currently, UKM XYZ is located in the Lampung area, Bandar Lampung province. Based on the distribution of chocolate banana chips products that have spread to the whole island in Indonesia and the most is in the island Java one of the province of West Java. UKM XYZ wants to open a business in Bandung City. Based on factor rating method, location chosen in Bandung City. To set up this business, it costs a lot therefore a feasibility study was conducted. In this study the feasibility aspects that will be researched include market aspects, technical aspects and financial aspects. In market aspect will be calculated potential market, market available and target market, after we calculate three of market, we calculate sales market and volume production. In technical aspects will be determined the labor needed and cost of labor, investment needs and investment costs, material needs and production costs, location selection, building layout and process business order the product. In financial aspect will be calculated costs of NPV, PBP, and IRR. Based on NPV, this business is said to be feasible because the value of NPV obtained is Rp 4.547.233 > 0. Then based on the PBP, obtained the result that the investment will be returned for 4,90 years seen from the projection of 5 years and based on IRR, this effort is said to be feasible because the value of IRR obtained is 15,21% > MARR (13,74%). Of the three feasibility criteria, the business of chocolate banana chips in Kota Bandung in the XYZ UKM is feasible worthy to run. In addition, the level limit of sensitivity to increase in raw material costs is 4,21%, the degree of sensitivity to increase in labor costs is 7.24% and the level of sensitivity to decrease price is 0,69%. So, out of these three indicators, the most sensitivity is the decrease of price.

Keywords : Feasibility Analysis, NPV, PBP, IRR, UKM XYZ, Sensitivity Analysis.