

ABSTRACT

Sehati Frozen Food business is a business or business engaged in the field of food or culinary providers that in particular provide frozen processed food products or commonly called frozen food, in addition to frozen food products such as naget, sausages, potatoes there are also other product categories that are cooking seasonings such as sauces, tomyam seasonings and others for sale. Sehati Frozen Food is a business that is still in the early stages of pioneering in Subang Regency, in its pioneering business owners experienced some obstacles such as all business operations are still conducted alone and only assisted by relatives, do not have a definite workforce, marketing programs that have not been running and some other things. Based on the problems and plans of owners who want to further expand the market and can attract the interest of consumers, therefore it is necessary to analyze the feasibility of the business in order to know the future prospects by the newly pioneered business.

In this final task, primary data collection for market aspects such as observation, interview and distribution of questionnaires to 100 respondents in Subang District with a different portion of each sub-district. The respondents targeted were family members. From the dissemination of the questionnaire will be known how big the potential market, available market and target market. In determining the target market will consider sales from competitors around business locations and based on historical sales data Sehati Frozen Food. After the dissemination of questionnaires obtained a large potential market for frozen food products by 90% and for cooking seasoning products by 75%, the market is available frozen food products by 87% and cooking seasoning products by 70% of the total potential market. Then obtained the target market that became the target of 0.35% for frozen food products and 0.15% for cooking seasoning products. As for the technical and financial aspects obtained based on secondary data obtained from various sources. In the technical aspect, information about the needs of the number of workers, the needs of operational equipment, the needs of the floor area of each machine and facilities, as well as the investment costs required. In financial aspects, the business is run with personal capital taking into account all

operational costs required up to five years, and the results obtained are NPV of Rp 103,895,574 percentage IRR of 23.6% and PBP of 4.39 years. The result is a feasibility calculation with a period of 5 years (2022-2026) that produces a positive value NPV or more than 0 and the IRR obtained is still greater than the value of marr that belaku is 11.5% this indicates that the company gained a profit, then it can be said that sehati Frozen Food business is worth running.

In addition to calculations on financial aspects, it is also done determining sensitivity and risk for sehati Frozen Food business. In the sensitivity analysis, it was found that the most influential and most sensitf factor to the change was the decrease in selling price by 4% which caused the npv value to be Rp (20,503,571) and the IRR value of 9.1% which is certainly smaller than the MARR value. Then in the risk analysis obtained the percentage of risk added marr value to 16.1%. Based on the results obtained IRR value of 23.6% which is still greater with marr value that has been added with risk factors and NPV obtained rp 57,574,282 with PBP 4.58 years, it can be concluded that the business is still worth running.

Keywords: Sehati Frozen Food, Feasibility Analysis, NPV, IRR, PBP, MARR.