

ABSTRACT

Posyantekdes Ikhlas Ramaku is a small and medium enterprise that will be engaged in the production of cassava chips. Posyantekdes Ikhlas Ramaku was founded in 2014, but the production of cassava chips is their newest production business that will be developed. In this study, the market aspect was obtained by distributing questionnaires to 100 respondents in Bandung. The results will determine how big the market potential, available market, and target market for cassava chips in Posyantekdes Ikhlas Ramaku Bandung. Analysis of technical aspect is carried out to see the readiness of equipment/ machine planning, layout planning, raw material planning, labor planning, and production capacity planning. In the financial aspect, calculations are carried out to see the profit and loss, cash flow, and balanced sheet. After that, a feasibility analysis is carried out to determine the feasibility of the production and sale of cassava chips at Posyantekdes Ikhlas Ramaku Bandung. The feasibility analysis use the calculation results of the NPV, PBP, and IRR.

Keywords— Feasibility Analysis, NPV, PBP, IRR, Posyantekdes Ikhlas Ramaku