

ABSTRACT

The growth of competition in business world in this time progressively tighten. Not only in food business especially bandung crisply. For this time, there is about 50 company in district of Madiun Residency. The companys in concurrence to compete one another to grab market of bandung crisply in district of Madiun Regency. Beside compete one another, business bandung crisply also face difficult condition after government make policy to increase price Fuel of oil until 100% more. As a result, price of raw material become to go up drastic especially tapioca flour which increase almost reach 100% that is from price Rp 200.000 for each kwintal become Rp 350.000. One of the company is UD.Ekasari. Although the company represent one of big enough crisply company, but with tight competition and increasing of price of BBM very influence existence of company. With merchant amount about 30, company have able to serve market of all region of Madiun Regency and some part region of Madiun city, Magetan Regency, Ngawi Regency and Ponorogo Regency. With this condition what company still able to hold out and feasibel to run out?

To answer the question so need a business feasibility evaluation. First step is analysing potential market, available market, and target market with questioner. For next step, data about target market become base in processing and analysing technical aspect in form of production capacity, technical specification and costs in this investment. Result from market aspect and technical aspect will become data input for calculation of financial aspect. One of calculation in financial aspect is feasibility criterion in the form of Net Present Value (NPV), Internal Rate Return (IRR) and Payback Period (PBP). Result from third this calculation will become especial basein decision making of business what this investment still be competent or not to be run. Apart from result of that feasibility criterion, also be reckoned sensitivity and risk if this investment.

From result of processing and analyze data of market aspect, technical and financial got result of feasibility criterion with MARR 20% got NPV value Rp 333.467.250, IRR equal to 56% and PBP during 1.84 year. While result of examination sensitivity at change demand, expense of raw material, expense of labour, expense of overhead and investment expense obtained conclusion that investment is not sensitivity at change of equal to 20%. But, result of examination sensitivity at change product price sell obtained conclusion that investment is sensitivity at change of equal to 20%. Risk addition of equal to 5% also indicate that this business still feasibel.

So that with result of feasibility criterion and also result of calculation on sensitivity and inferential risk can taken a conclusion that this investment is still be feasibel to be run.

Key words : crisply, market, financial, feasibility.