FEASIBILITY STUDY ON ESTABLISHMENT OF JACKFRUITS CHIPS PROCESSING INDUSTRIES IN SEMARANG REGENCY

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ABSTRACT

Before make an investment, it would be good to make a feasibility study of that investment. The result of this research is to know the feasibility of the establishment of the Jackfruits chips industries on Semarang regency. The result of this research show that market aspect have stable market demand, prospective market potential, and good market share. Analysis result of technical and technology aspect, financial aspect indicate that jackfruit chip industry is feasible to established. The analysis to the sensitivity on the increasing raw material prices up to 13%, increasing fuel and electricity prices up to 68%, and reduction in selling prices up to 4% is feasible to established.

Keywords : feasibility study, technic aspect, financial aspect