A FEASIBILITY STUDY OF SURIMI MACHINE PRODUCTION
(A Case of PT. Samudera Teknik Mandiri)

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ABSTRACT

Surimi is minced meat of fish resulted from the separation process of bone, skin, and the scales of fish. Surimi can be processed into many kind of derivative products such as meatballs, sausages, nuggets, dragon legs, and fish crackers. Preparation of surimi can be done using fish bone separator which can save time and effort compared to traditional method. In Indonesia, the machine was first produced by PT. Samudera Teknik Mandiri, named Suritech™. Since its establishment in 2007 the company has not been able to grow rapidly due to various constraints. The purpose of this research is to assess the feasibility of developing the business of Suritech™ machine. The method used in the research was descriptive and analytical feasibility study. The results showed the Suritech™ has potential market in Indonesia. The capacity production is 96 units machine per year and needs 12 workers. The investment required is Rp 1,871,111,000 consisting of fixed asset investment of Rp 1,089,935,000 and working capital of Rp 781,176,000. The NPV is Rp 1,119,328,337 and the IRR value is 30.38 percent. The net B/C is at 1.88. The payback period for the company is 3.76 years. The break even point (BEP) is Rp 679,484,088 or at the level of production of 31 units per year. The financial analysis showed that the development of machinery industry Suritech™ is feasible.

Keywords: Surimi, Suritech™, Production, Feasibility Study, PT. Samudera Teknik Mandiri