



ABSTRACT

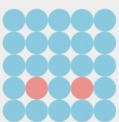
AHMAD S HASIBUAN.analysis of plywood product development (case study CV. Hadir Jaya Plywood. Supervised by MACHFUD and HARIANTO.

Analysis of plywood product development at CV Hadir Jaya was done because the market is expected to decline due to market saturation on existing products. The analysis aims to formulate alternative products that can be developed by CV Hadir Jaya with current conditions and future prospects as well as examine the product options that can be developed on the basis of financial analysis. The method used is the analysis of the corporate environment, AHP and financial analysis. The results obtained in the form of new products, namely products of plywood for the seat that can be directly used by consumers. Based on the financial earnings analysis with the addition of new products by 60% was the best with the increase of income of Rp.1.619.100.813 with an earning addition Rp.850.253.155.

Keywords : Product development, AHP, Plywood, Earnings Analysis

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