SUMMARY

SARAH FAUZIA S. PUSPITA. Feasibility Study of Business Construction of Jelly Drink (Study Case at PT. XYZ). Supervised by RIZAL SYARIEF and DUDI S. HENDRAWAN.

This study aims to analyze the market demand for jelly drink products in the eastern area over the next five years, determine the location of additional production capacity jelly drinks, analyze the feasibility of the construction of the plant jelly drink from the aspects of production, human resources, financial and managerial implications of the feasibility of formulating plant investment of the jelly drink. Location of the study is at head office PT XYZ, Bintaro, Jakarta. Data collection and processing was conducted in February-July 2014. The study was conducted from February until July, 2014.

Analyzed market aspects do to get an idea of what the future products produced can be absorbed by the existing market. The study of market aspect conducted by forecasting jelly drink demand using winters additive method. Study aspects of production and operations were focused on determining the best location of the business use Comparative Performance Index (CPI) method, source of raw materials, calculated production capacity, and production processes jelly drink. The study organizations and human resources aspects in this study are organizational structure, categories of labor required, labor required qualifications, and companies training programs. To determine the feasibility of investment in terms of financial aspects of using the Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PBP).

The results showed that demand forecasting jelly drink at eastern increasing during the year 2014 until 2018. Process production jelly drink are possible for PT XYZ, considering that PT. XYZ has experienced run of the mill drinks from 1974 and produce jelly drink from 2002. Comparative Performance Index (CPI) method showed the best location for plant jelly drink is in East Java. Therefore PT. XYZ should be adding two production lines with capacity 1,688 cartons per line per hour in an existing factory in Sidoarjo (East Java). The capacity should be reviewed for two years.

NPV is greater than zero, therefore the construction of a plant jelly drink declared fit. The resulting IRR greater than the discount factor, so this project feasible to be realized. The payback period is shorter than the time of the project. Of all the investment criteria that have been described, it can be concluded that the construction of a plant jelly drink deserves to be realized. XYZ should consider the purchase of land around the plant to increase the green area. Installation of machines used for robotic machines should reduce labor costs increasing from year to year. Plans for the purchase and construction of the plant should be headed by an engineering manager and reviewed periodically. Production workers should be given a new integrated training package so that they are ready when the work operate new robotic machine.

Keywords : CPI, feasibility study, jelly drink, winter’s additive.