Abstract

Application of Feasibility Study and Target Costing on Agribusiness Development
(A Case Study at The Regency of Tanah Laut, South Borneo)

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Integrated agribusiness development requires continuous process from primary production (agriculture) to secondary production (agroindustry). The purpose of this research was to find out the opportunity of agribusiness development of sweet potatoes in the regency of Tanah Laut, South Borneo by implementing sweet potatoes industry. The implementation of sweet potatoes industry is expected to increase the income of sweet potatoes farmers by maintaining the price stability of sweet potatoes. Some of the manufacturing products of sweet potatoes are solid paste and pulper paste which are potential for Japanese market. The method used in this research was target costing analysis to get the agreement price among the farmers and the industry. The result of this research showed that the implementation of sweet potatoes industry is feasible and has the opportunity to increase the price of sweet potatoes from the farmers.