

ABSTRACT

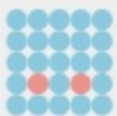
The Analysis of Investment Feasibility on Agribusiness Development of Local Ambon Banana in District of Baso Residency of Agam Province of Sumatera Barat

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The aim of this research is to: study market potency aspect, understanding the technical feasibility, analyze financial feasibility and formulate alternative recommendation for agribusiness development of Local Ambon Banana. The analysis instruments are including Net Present Value (NPV), Internal Rate of Return (IRR) and Payback Periods (PBP) and followed by sensitivity analysis. The result shows that according to some aspect such as market and marketing, technical and financial, the agribusiness development is feasible. For less than 0.5 Ha, the NPV value is Rp. 14.725.331,-, IRR is 32.89% and PBP is 31 months and 2 days. While for 1 Ha, the NPV value is Rp. 27.354.381,-, IRR 43.22%, and PBP is 31 months and 13 days. While for banana crackers processing, the NPV value is Rp. 6.843.605,-, IRR 25.53% and PBP is 9 months and 6 days. The sensitivity analysis shows that decreasing and increasing on production cost have no effect for agribusiness development feasibility.

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