



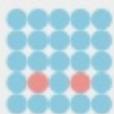
ABSTRACT

Investment Feasibility Analysis of Palm Oil Processing Industry at PT. Sawita Leidong Jaya Sartono, 2003

The objective of this research is to study the demand of palm oil for domestic market as well as for export market, to study technological and technical capability of palm oil processing industry, and also to study the investment feasibility based on financial. Research was done by using case study on investment of factory development of palm oil processing at PT Sawita Leidong Jaya. The processing and analysis technique of the data was done using quantitative and qualitative analysis to determine eligibility of investment including analysis of palm oil market aspect with descriptive method, raw material, technical and technological, SWOT, and financial eligibility test using Net Present Value, Internal Rate of Return, Benefit Cost Ratio, Pay Back Period, Return on Equity, and Return on Asset. The result of the research indicates that based on the study/analysis of various aspect of feasibility study, the project of development palm oil processing factory of PT Sawita Leidong Jaya is feasible. Eligibility of financial shown by investment criteria with value of Net Present Value equal to Rp74319.573,00, Internal Rate of return equal to 34,04% or 15,02% above Weighted Average Cost of Capital and Benefit Cost Ratio equal to 1,83. Based on the result of the study, recommendation which can be raised to management of PT Sawita Leidong Jaya as follows to continue investment on development factory which is being executed with condition that the company should be able to stabilize production capacity by assuring the continuity of raw material supply through partnership strategy with suppliers, to develop fresh fruit bunch (FFB) in central produce of crude palm, to assure accuracy of weighing-machine and to apply concept of pick up ball in buy FFB, to enhance company to look for source of financing for the project from banking, and to encourage company to produce qualified final product.

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