

ABSTRACT

Chips is one kind of snack which very favored by the people of Indonesia. The chips themselves can be made from a wide variety of foods such as potatoes, cassava, fruits, tempeh, etc. One of the ingredient that can be used as raw material to make chips is tofu pulp. Tofu pulp chips is one kind of snack which made from tofu pulp. There are currently marketing products of tofu pulp chips are mostly found in Java, but the presence of tofu pulp chips in Sumatra can be said to be very minimal and not yet widely known by people around. Therefore tofu pulp chips business opportunity in the city of Palembang, South Sumatran can be said to be very potential to run, due to the lack of competitors as well as the opportunity to expand the business.

Before starting a business, it would be better if the first feasibility analysis. The feasibility analysis is necessary to ensure that viable businesses that will run from various aspect. Based on the analysis results of a feasibility study on the financial aspects the payback period for the business tofu pulp chips was 10,71 months. Net present value which obtained within one year is Rp.3.907.850. Additionally profitability index values obtained for the business tofu chips is 1,12 and interest rate IRR 25,47%. From the non financial aspect known that tofu pulp chips products received a positive response from the society and can provide a positive impact to the surrounding community. Besides the waste produced can be addressed properly, without causing pollution to the surrounding environment. Based on the results of the feasibility study, it can be concluded that the tofu pulp chips business feasible to run.

Keywords: Tofu Pulp Chips, Feasibility Studies, Financial Aspect, Non Financial Aspect