

ABSTRACT

Business feasibility study is one factor that can be used as a reference in measuring the feasibility if we want to establish a new business or a business. In this research, discusses the feasibility of developing small industry tile press of super in which case studies on Home industrial Agus of brick in Sidomulyo village, Subdistrict of Belitang and District of East-OKU. This study used eight basic aspects as information material to determine the development of business is feasible or not. Analysis of the market aspects of using the linear regression method of forecasting. Analysis of the human resources aspects related to the use of the existing workforce. Analysis of the management aspects related to the role of organizational structure in business development by using the line organization. Analysis on the technical aspects by calculating machines capabilities of the new production in which the ability to produce machines used 3 units. Analysis of the data processing to calculate the financial aspects related to the investment costs nothing materialized from the IRR (Internal Rate of Return) of 15.001%, with a method of assessing the feasibility of investments net present value of Rp 30,461,280.00 and a payback period of about 3.38 years from the initial investment of Rp. 231,190,000.00. Analysis of the legal aspects relating to the legality of a business carried on by the issuance of a local village chief by decree no. 27 in 2011. Analysis of social aspects related to the social form of the environmental community. Analysis outlines the environmental aspects of the preventive measures in case of an increase in the quantity of waste that goes through a form of UKL (Business Environment) and UPL (Environmental Monitoring Enterprises) are there. Based on eight aspects of treatment are discussed, the processing of qualitative and quantitative processing can be said, the development of small industries in the home tile industry press super Agus is feasible to run the business survival stretcher.

Keywords: Marketing Aspect, Aspect Human Resources, Management Aspect, Technical Aspect, Financial Aspect, Social Aspect, Legal Aspect, Environmental Aspect and Study Feasibility of Business.