

ABSTRACT

Knick-knacks from a cornstarch clay ornaments used every consumer in their lives. Activities that allow consumers to use a lot of trinkets are festivals, weddings, and other events. Marketing knick-knacks deposited in the way of shops selling knick-knacks and direct sales in the city of Palembang. Decorations consisted of keychain, Hp hanger, fridge sticker, and display. Cost of goods sold for one unit of key chains, Hp hanger, and patch refrigerator are Rp 4.000,00 and the cost of sales for one unit of display is Rp 35.000,00. BEP in units for keychain, hanger Hp, patch refrigerator, and display are 358 units, 341 units, 359 units, dan 59 units. BEP in rupiahs for keychain, hanger Hp, patch refrigerator, and display are Rp 1.405.615,3, Rp 1.340.098,08, Rp 1.409.388,52, and Rp 2.051.605,47. Based on nonfinancial aspects, feasibility analysis on environmental analysis and industry at knick-knacks from cornstarch clay bussines are in the form of the remains of plastics garbage and market potential very potential in Palembang, production planning of the use of simple technologies that investment costs are not too large, marketing aspect of forecasting indicated that increased at a specific time or seasonal, from organizational aspects of the line shape due to a relatively small organization, legal aspects of conducting SITU and SIUP approval from the government suggesting that efforts knick-knacks from cornstarch clay is feasible, and economic and social aspects of the work force are employed in firms with impose time part-time work. Based on financial aspects, business knick-knacks from cornstarch clay economically feasible with a value of PP is 1.203, NPV is Rp 112.094.380,52, IRR is 61.89%, and MIRR is 43,5%.

Key word : *Knick-Knacks from Cornstarch Clay, Cost of Goods Sold, BEP, Business Plan Design*