

ABSTRACT

Kemplang and *kerupuk* home industry "199" is a home industry that is engaged in the production *kemplang* slices and crackers curly mackerel. Home industry is located in Jalan Letnan Simanjuntak, Palembang. Home industry had suffered losses up to the cap, then the business is run again with good strategy of market share and also the purpose from this home industry can to competitive with other. In this research will discuss about the feasibility analysis from the aspects of non financial and financial aspects.

Consists of the non financial aspects of the market aspects, technical aspects, legal aspects, management aspects, environmental aspects, aspects of human resources (HR), and social aspects. In the analysis of both the market looks relatively large market opportunity and the product will be of high interest. Analysis of the technical aspects of the business location, raw materials, production processes and product types is good enough in its application. Analysis of the legal aspects regarding the clarity and validity of the legality of the business has received permission from the authorities. Analysis of the environmental aspects of the production waste can be prevented so that no negative impact. Analysis of aspects of human resources (HR) on employment, wages, and working hours are pretty good and according to the rules. Analysis of social aspects have a positive impact on the surrounding environment. Financial aspects that obtained during the 3,824 year Payback Period, Net Present Value (NPV) of Rp 39.980.990,- and the Internal Rate of Return (IRR) of 16.26%. Based on the analysis of these aspects, it can be said to be feasible for the home industry is run and developed.

Keywords : *Kemplang*, *Kerupuk*, Business Feasibility Analysis, Financial Aspects, Non Financial Aspects