

ABSTRACT

Mr. Pardede a businessman use tires ot makes table and chair. Mr. Pardede doesn't know omzet, not to the existence of a business license, a standard employee salaries, media marketing directly, use of means of production the are simple, yet no bookkeeping system. The purpose of this study is to address whether the UMKM Pak Pardede is feasible or not. Market share UMKM Pak Pardede by 25,50% so that it has a considerable market potential. Method of analysis uses feasible analysis from various aspect such as market and marketing aspects, technical aspects, financial aspects, social aspects, legal aspects, environmental aspects, in addition sensitivities analysis also used to asses input of cost increase toward business feasibility. Analysis of the market aspects of using the linear regression method of forecasting. Analysis on human resource aspects with regard to the addition of labor due lack of manpower. Analysis of the management aspects related to the role of organizational. Analysis on the tehcnical aspects of the engine number of theoretically required should have 2 units. Analysis of the data processing to calculate the finanscial aspects related to the invesment costs nothing materialized from the IRR of 48,1019%, NPV of Rp 225.001.662,00, and a payback period of about 2,17 years from the initial investment of Rp 182.520.000,00. Analysis of the legal aspects of the legality of business does not yet have. Analysis of social aspects related to the social from of the environmental community. Analysis of the environmental aspects related to waste the cannot be bad for the balance of the environment. The results of this study showed that businesses UMKM Pak Pardede feasible and has very good prospects.

Keywords: Bussiness feasibility, feasibility aspects, UMKM.