

ABSTRACT

STUDY OF BANANA CHIPS SME FINANCIAL FEASIBILITY AND SENSITIVITY ANALYZE IN BANDAR LAMPUNG AREA

By

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The purposes of this study were to analyze the financial feasibility of generic Banana Chip SME and to analyze level of sensitivity due to price fluctuation of raw material, cooking oil and fuel. The research was conducted using survey method at Banana Chip SME in Bandar Lampung area. The result showed that all of five banana chip SME were feasible based on NPV, Net B/C, IRR and PP criteria. The result of sensitivity analysis showed that price increasing up to 25% of cooking oil still feasible for all of five Banana Chip SME, but the combined of sensitivity analysis that price increasing up to 25% of cooking oil with 10% of raw material were not feasible for Sumber Rezeki and Zom-Zom Family SME.

Keyword: Financial Feasibility Analyze, Sensitivity Analyze, Banana Chips,