

## ABSTRACT

Susanto, Mokamat Heri. 2014. Thesis. Title: "Analysis of the Impact of Price Increases Risk Business Continuity chili Against Eating (Studies in Satan's Noodle House, Malang Branch)"  
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Risk is uncertainty and can lead to a loss of opportunities to decision making, risk price increases impact on the business house chili eating noodles Satan, can be seen in products sold in the form of food that is spicy noodle Air level, the material is nothing but noodles and chili. Thereby the increase in raw material prices, especially chili made noodle restaurant business demons confronted by the risk of rising raw material prices, especially chili. This study aims to find out what the risks faced by the devil to eat noodles to the increase of raw materials, especially food chili .

This study used interviews and observations in the field. The data were taken in the form of words and actions as a primary source, while the documentation or notes written in the field as a secondary source .

The results obtained in this study stated that the devil Noodle House, runs the risk of price increases chili , chili because the production process is a major factor for the meal , so the risks experienced restaurant business is production risk and risk of loss . Risk management strategies applied by the devil noodle restaurant business is at your own risk occurs , the owner of the restaurant provides a menu of food without using raw materials chili , the menu include Angel noodles and porridge , made food products instead of raw materials chili and replacing raw materials with cayenne chili peppers curly or else its cheap price and mix with members of other food items .