

ABSTRACT

**Choirina, Nila. Thesis 2012. The Title: “The Analysis Feasibility of Business Development in Surabi Imut shop Malang”
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Keywords : Feasibility of business development, market and marketing aspects and financial aspects.

Rumah Surabi is one of the agro-industry enterprises in the fields of food processing that sell various products such as cakes Surabi, grilled banana, and yogurt. Before the business was conducted it is necessary to do a feasibility analysis to determine whether the business is feasible to run with purpose in order to run the business can grow to be larger. This effort will be developed in Bendungan Sigura-Gura Street No 8 Malang on the basis that this location is very strategic because of its location close to the students who will be the consumers of this business.

This goal of study to clarify the feasibility of business development Surabi Imut by opening a new business that is Rumah Surabi. These aspects are used to analyze the feasibility of whether or not worthy of this expansion is by using markets and marketing aspects and financial aspects are measured by comparing the return with the interest rate applicable.

From the analysis with a view of the financial aspects of the return obtained by measuring the business is feasible to be developed. Based on a capital fund for business development at Rp 396.924.480, to develop the business can generate profit of Rp 149.537.520 or 38% of financial capital, based on the calculation of profit and loss business is feasible to be developed because of the profit generated is greater than interest rate 13,15%. Then if the views of markets and marketing aspects also deserve to be examined because the view of potential consumers, because the target market segment is the start of the teenage students. With the increasing number of adolescents who have business locations around the greater will be the consumer who comes to sales also increased. After seeing the potential customers and then set the location, location is very strategic because of the distance specified by the consumer and the availability of raw materials are very close, except that this location is also equipped with electricity and taps so as to facilitate the process of production and transportation facilities are also very adequate.