

Business Feasibility Analysis Of Pineapple Juice Drink PT Putra Jaya Nanas In Blitar Regency

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ABSTRACT

One of the agro-industry for processing packaged pineapple juice drinks in Blitar Regency is PT. Putra Jaya Nanas. PT. Putra Jaya Nanas is a new company engaged in the packaged fruit juice beverage business, which was established in 2017. Sales of PT. Putra Jaya Nanas has trend of fluctuations by increased sales in the month of Ramadhan, Eid Al-Fitr, Eid-Hajj, and new year. The research objective is to analyze the feasibility of the financial and non-financial aspects. This research is a descriptive research with qualitative and quantitative methods. Qualitative data used in non-financial analysis are market aspects, technical aspects, management and legal aspects, social and economic aspects, and environmental aspects. While the quantitative data used are based on four investment criteria, namely, NPV, IRR, Net B/C, and Payback Period. The results of the analysis of the NPV value of Rp460.766.087,00, Net B/C of 1,71, IRR of 25%, and Payback Period for 4 years 7 months 28 days. Based on the business analysis of PT. Putra Jaya Nanas is feasible in both financial and non-financial aspects, except for the management aspect of the entry and exit of the product and product damage has not been recorded and the marketing aspect needs to be improved, especially in the digital marketing section.

Keywords : *Non- Financial Analysis, Financial Analysis, and Business Feasibility*