

**Analisis Kelayakan Finansial Dan Sensitivitas Usaha Pada Supplier Ayam Broiler UD. Mandiri Jaya Kabupaten Jember** (*The Analysis of Financial Feasibility and Business Sensitivity on Broiler Chicken Supplier UD.Mandiri Jaya, Jember Regency*)

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**ABSTRACT**

*UD. Mandiri Jaya is one of the businesses in the field of agro-industry in the form of suppliers of broiler chickens. In the last five years, UD. Mandiri Jaya has experienced unstable sales every year. One of the problems which are experienced by UD Mandiri Jaya when running a business is analyzing the financial feasibility of the business. In this financial aspect analysis, four investment criteria would be used that were Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit-Cost Ratio (Net B/C), and Payback Period (PP). In this study, sensitivity analysis was conducted. The NPV value obtained is Rp. 297,524,263, IRR 46.033%, Net B/C of 2.01, and Payback Period for one year and nine months and eleven days. The result of the calculation of the sensitivity is that UD. Mandiri Jaya has proven to be sensitive to change assumptions.*

*Keywords : Financial Analysis, UD. Mandiri Jaya, Sensitivity Analysis, supplier, Broiler Chicken*