

Temuireng Agroindustry Development Business Plan With Cooperative Entrepreneur Approach In Jember Regency

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ABSTRACT

Temuireng (Curcuma aeruginosa Roxb) is one of the biopharmaceutical plants that can be processed into various traditional medicines. This plant is a medicinal plant that has been used by the community for generations as a traditional medicine and has the potential to be developed. The purpose of this study was to design a business plan for the processing of rhizomes with a cooperative entrepreneur approach in Jember Regency. The analysis used in this business plan is non-financial and financial analysis. Non-final analysis includes aspects of marketing, operations, organization and human resources, and risk management. Financial analysis includes NPV, Net B/C, IRR, Payback Period(PP), Break Event Point (BEP), Cash Flow, and Profit and Loss Report. The result of the research is a business plan with a Cooperative Entrepreneur which aims to develop the commodity of tapioca into powdered products and improve the welfare of farmers.

Keywords: *Temuireng (Curcuma aeruginosa Roxb), cooperative entrepreneur, business plan*