

**BUSINESS DEVELOPMENT OF FRIED SHALLOTS  
UD. SUPER QUALITY WITH APPROACH  
DECISION SUPPORT SYSTEM (DSS)**

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**ABSTRACT**

UD. Super Quality is located on Jl. Teratai XVI no. 6, Gebang Sub-District Patrang Jember Regency. One of the products produced is fried shallots. Fried shallots that are ready for sale are packed with a weight of 1 kg per package with a selling price of Rp 95,000. This research was conducted with the aim to analyze business feasibility and recommend business development based on the results of business feasibility analysis using decision support system approach covering legal aspects, marketing aspects, production aspects, management and human resource aspects, environmental aspects, and financial aspects. Based on the results of the analysis obtained the conclusion that it is declared feasible at a high level of feasibility with green illustrations on the aspects of production and aspects of environmental, declared feasible at a moderate level of feasibility with yellow illustrations on the marketing aspects and aspects of management and human resources, while the legal aspects are declared unfit with red illustrations. In the financial aspect, the quantity of BEP was reviewed at 5,754.43, BEP sales of Rp. 675,040,464.44, BCR of 1.08 , Payback period of 7.34, NPV of Rp. 323,430,140.45, PI 1.83 and IRR 43.48 UD. Super Quality as a whole is in decent condition.

*Keywords : Business Development, UD. Super Quality, Decision Support System (DSS)*