

***Feasibility Analysis of Sweet Bread Micro Business Development Using
Decision Support System (DSS) Approach at D'kaokao Cake and Bakery
Jember***

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ABSTRACT

D'kaokao Cake and Bakery is an agroindustry business specializing in sweet bread production and sales. Located in Kencong, Jember Regency, it has been operating since 2013. This research aims to analyze business development based on financial and non-financial aspects and provide recommendations using DSS UMKM software version 2.0. The legal aspect confirms the possession of a business license, while marketing, production, management, human resources, and environmental factors are at a moderate feasibility level. Financial indicators include quantity BEP of 2,942.21; sales BEP of 19,721,908.78; BCR of 3.36; PP of 3.25; NPV of 769,422,761.85; PI of 3.27; and IRR of 55.55%, making financial feasibility promising for development. The DSS UMKM software version 2.0 assessment concludes that the business aspects of D'kaokao Cake and Bakery are feasible for further growth.

Keywords : *Feasibility Analysis, Micro Business, Business Development, Sweet Bread, Decision Support System*