

The Study of Feasibility Business of Sweet Corn Product at PT. Mitra Tani

Dua Tujuh Jember

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ABSTRACT

PT. Mitra Tani Dua Tujuh is PTPN X subsidiary engaging in agro-industry, especially frozen vegetables Japanese soybean(edamame), which has been currently developing a new product which is sweet corn. This research was aimed to investigate the length of feasibility developed. The design of this research was descriptive by using the expert system method. The analysis technique employed the assistance of DSS UMKM software version 2.0 which consists of law aspect, marketing aspect, production aspect, human resources aspect, environmental aspect, and financial aspect. The output resulted from DSS calculation showed that the law and human resource management aspect were at a high level of feasibility, while the marketing aspect, production aspect were at a moderate level of feasibility, as well as the financial aspect that was at moderate level of feasibility.

Keywords: *Sweet Corn, Decision Support System*