

**Analysis Services Business of Grinding Meat, Flour, and Coconut
(Case Study of Grinding Services Business Meat, Flour, and Coconut in
Arjasa Market, District Arjasa, Jember)
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ABSTRACT

Curently, many people look for a business opportunity to increase the family income, one of that is service provider in the field of milling. The purpose of this study is determine the capital, operating costs, the amount of meat, flour and coconut which is receive and revenue from each service grinding meat, flour, and coconut. The feasibility analysis is done by calculating the Net Present Value (*NPV*), Internal Rate of Return (*IRR*), *Net B/C*, and sensitivity analysis. Viable business opportunities to invest were meat and coconut milling services because the value of a positive *NPV*, *IRR* were greater than the set value of bank deposits, and the value of *Net B/C* were greater than one. The sensitivity analysis showed that coconut milling services was highly sensitive to changes in fuel prices and the amount of milled coconut because it would likely suffer losses.

Keyword: Service, grinding, feasibility, *NPV*, *IRR*, *Net B/C*, sensitivity analysis