

## **ABSTRACT**

UD Jaya Baru is a trading business that is engaged in home-made snacks. Some snacks sold at UD Jaya Baru are snacks that are fairly typical of the local area, such as stik talas, balok, marning, grubi, kacang gober, and others. UD Jaya Baru was established on 2 February 2013, PRIT Health Office 4 March 2015, Establishment of SIUP / TDP 25 May 2016, with its founder, Mr. Hartadi. By seeing the prospect of a developing snack world, especially in Temanggung Regency, UD Jaya Baru was opened. UD Jaya Baru is incorporated in the "association of household industrial food businesses "Karya Makmur", Temanggung Regency, Central Java.

Karya Makmur itself is a snack food production business group that produces home-based small-scale processed snacks, with local specialty food products from Temanggung Regency, and surrounding areas, where most of its members can be classified as lower middle income families, some of which work as farmers, especially tobacco farmers.

With the above, research will be conducted on the company's feasibility analysis using the IRR, NPV, and PBP methods, so that if the output is declared feasible, it will be decided to make new outlets from U.D Jaya Baru in Parakan, Temanggung Regency. On the other hand, the output of this research is one way to maintain a family business that has been running, and it is hoped that in the future this business can be more developed than before.

**Keywords: UD Jaya Baru, snacks, Feasibility Analysis**