

ABSTRACT

PT. Biofuel Bigcassava Hidayah (PT BBH) is a company engaged in the field of agribusiness that established since 2007. Thus far, the company has planted land with an area of 4 ha planting chilli and plans to expand to 8 ha of land. In the implementation, the company experienced uncertain sales gains. This is caused by fluctuation price of chillies in the market because of supply-demand information that is inaccurate or even not a producer's orientation that cause the market balance is often disturbed. Thus, in its development, the company wants to do business strategies for anticipated losses from fluctuation price of chillies in the market.

Chilli is agribusiness products that have high perishable, it is necessary to make a proper strategy which can minimize profit loss. One solution is to make shredded chilli which has shelf life longer than fresh chillies.

Method that used of testing the market for business development aspects such as shredded chilli products is done through market surveys, research tools used in the form of questionnaires to determine the magnitude of the potential market, available market, and the target market of product development. Market research results indicate the magnitude of the potential market for shredded chilli products is 86%, while the available market amounted to 81% of the potential market, and the target market is 10%.

The results of the calculations according to investment criteria, ie NPV for 5 years from the period 2014 to 2019 is Rp 951.466.006, IRR of 47% to the value of MARR of 15%. Criteria for eligibility of a business is if NPV calculation > 0, the value of IRR > MARR, then the results of these criterias show that development is feasible to implemented.

Keywords: chilli, shredded chilli, NPV, IRR, PP, feasibility.