

ABSTRACT

There is a big opportunity to have bisnis on a sugar industry in Indonesia. Because, base on the data, the level of sugar consumption in Indonesia is always increase along with the accretion of Indonesian people while the growth of level of production capacity every year still can't fulfilled all of the need of a sugar consumption. Therefore, the strategy to build a refine sugar factory is the best strategy from SWOT analysis? And is it feasible by looking of the financial aspect?

The methods that are used to analyst the industrial data trend, factory budgeting data, and others are Accounting Rate of Return, Interest Rate of Return, Payback Period, Net Present Value and Profitability Index.

Based on SWOT analisis, business plan for building up the refine sugar factory is the best strategy. And after being analyst by using the Capital Budgeting Methods, that this plan is feasible and can be executed. Where the result of the analysis are Pay Back Period = 4 years 3 months (project executed), NPV = Rp.839.354.809.779,- (project executed), ARR > ROI (project executed), IRR > cost of capital (project executed), and PI >1 (project executed).

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