

**FEASIBILITY STUDY OF SEMI REFINED PROCESSOR OF
CARRAGENAN (FOR CV. MITRA SEJAHTERA)**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

FEASIBILITY STUDY OF SEMI REFINED PROCESSOR OF CARRAGENAN (FOR CV. MITRA SEJAHTERA)

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This study was conducted to analyze CV. Mitra Sejahtera which is planning to expand from its existing seaweed exporting business into semi-refined carrageenan processor. Several reasons have been observed as the factors for CV. Mitra Sejahtera expansion as a semi-refined processor. One of the most significant reasons is China's industrial competitiveness.

Being a semi-refined processor will give more profit to CV. Mitra Sejahtera. This profitability is obtained from the value-added to the product. The raw materials that processed into semi-refined product are valued up to ten times from the raw materials price. After analyzing all those factors, it is concluded that the logic behind CV. Mitra Sejahtera decision to expand is right since with initial cost of Rp. 33.978.000.000 and running cost of Rp. 58.276.000.000 per year, the company's profit will be Rp. 115.600.000.000. From the numbers it is clearly shown that the result of expansion is beyond satisfactory.

DEDICATION

I dedicate this thesis to God, without His blessing and Grace during thesis writing from the very beginning until it finished.

I also dedicated this thesis to my loving parents and family, for all their support and unconditional love that always accompany me during the hardest time.



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