

CHAPTER 6

CONCLUSION AND SUGGESTION

6.1. Conclusion

Based on the analysis and examination in business plan at the appendix, it can be concluded that this business is feasible to run. With BEP of 10,000 units, the investment will be returned in the 6th year based on cash flow forecast.

The technology used in this case is rarely applied in the souvenir industry in Indonesia. With this technology Jogja Artistic Symbolic Souvenir (JASS) is capable to produce high quality souvenir. This fact becomes an opportunity for JASS to win the market.

6.2. Suggestion

This paper has only examined one model of souvenir, which is keychain. Also the market research is conducted only in Yogyakarta. For the next research, it is suggested to develop more models of souvenir and research the market outside Yogyakarta.

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APPENDIX A MDX MACHINE

Milling 3D Roland Modela MDX 40 Machine



APPENDIX B MASTER MODELING MACHINE



APPENDIX C VULCANIZER MACHINE



APPENDIX D SPIN CASTING MACHINE



APPENDIX E RAW MATERIAL

1. Aluminium



2. Tin

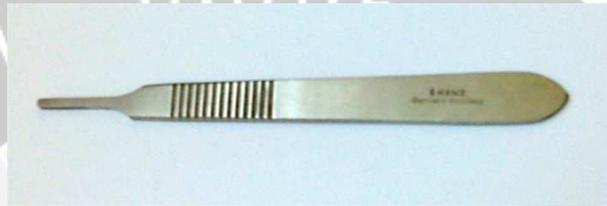


3. Silicone Rubber



APPENDIX F SUPPORT TOOLS

1. Knife Handle



2. Blade



3. Spatula



4. Mold Locators



5. Mold Frame



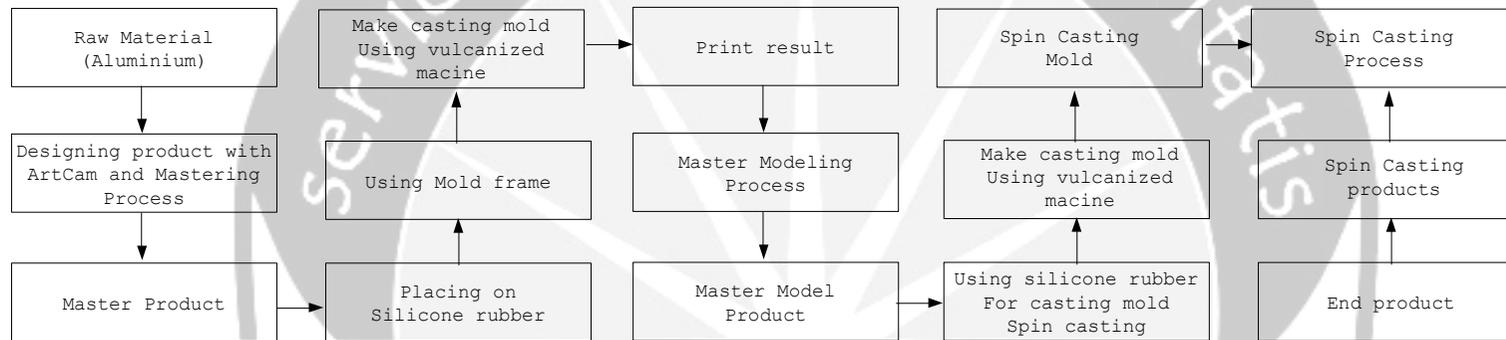
6. Bearing Grease



APPENDIX G PRODUCTION PROCESS



APPENDIX G PRODUCTION PROCESS
CONTINUED



APPENDIX H MASTER PRODUCTS



APPENDIX I SOUVENIR PRODUCT



APPENDIX J BUSINESS PLAN

