

ABSTRACT

Small and Medium Industries (IKM) have an important role in the development of food processing businesses in Bondowoso. One of the growing industries in Bondowoso is the tofu industry. The small industry of tofu making is one of the food industries which has good market prospects in Bondowoso. The purpose of this study is to analyze the market structure, company evaluation, and performance of SMEs in Bondowoso sub-district. The sample used is a probability sampling technique and data collection is done by quantitative methods. The results of the analysis used are market analysis, CR analysis, CLR analysis, and PCM analysis. market share with a market share level (MS) of 21%, while the lowest market share (MS) is 15%. The results of the calculation of the value of the working capital ratio (CLR) in the Small and Medium Industries (IKM) in the District of Bondowoso have an assessment as a capital-intensive industry. Industry performance reflects how the level of success of the company can be seen from the performance of the company. The level of profit can be reflected through Price Cost Margin (PCM).

Keywords : IKM, tofu, CR, CLR, PCM

