

ABSTRACT

Work is an activity to meet the needs. Nowadays to look for work is quite difficult, many prospective workers are eager to work, but employment is very limited. Limited employment causes the number of unemployed to increase. Entrepreneurship (enterpreneurship) is one way to reduce the number of unemployed. In addition to improve the economic aspect of entrepreneurial owners, entrepreneurial activities can help to meet the needs of the community directly or indirectly. Entrepreneurship can be categorized into Small and Medium Enterprises (SMEs) and Large Enterprises. The number of SMEs in Indonesia is 99% of all business units that can help the government to create new jobs. Breeding is one effort that is easy to develop and can absorb a lot of resource. One breeding business that is easy to develop and has a high nutritional is quail cultivation. In this feasibility study will be discussed in depth the feasibility of quail cultivation in SMEs Ikhlas Quail Farm (IQF) located in Rajamandala Kulon, Cipatat, West Bandung. The analysis is conducted by reviewing feasibility of market aspect, technical aspect, environmental aspect, legal aspect and financial aspect. Based on the market aspect, the potential market of quail eggs is 94.5%, available for market is 77.5%, and the target market is 6.25%. From the technical aspect, the production of quail eggs is adjusted to the capacity of the cage. From the environmental aspect, waste from quail cultivation can be reprocessed into catfish feed so that waste can be beneficial for the community. From the legal aspect, IQF SME has obtained the business license from the government. Based on the calculation of the financial aspect with the projection over the 5 year period shows that the NPV value is Rp68.460.286, the IRR value is 31.86%, and the payback value is 3.866 years period. So it can be concluded that cultivation of quail is said to be feasible, because NPV is positive and IRR is bigger than MARR.

Keywords: Cultivation, quail eggs, feasibility studies