

ABSTRACT

Eka Farm is one of business field in poultry farming commodity especially quail cultivation. Eka Farms sells raw egg quail products to consumers. Over time, the number of egg sales in Eka Farm has increased. Therefore, the owner wants to expand his business. The business location is located in Ciomas, Bogor, West Java.

Aspects used in the feasibility analysis include market aspects, legal aspects, technical aspects, environmental aspects and financial aspects. Market aspect was obtained by distributing questionnaires to 210 respondents in Ciomas to know potential market, available market, and target market. The results of questionnaires distribution were obtained by percentage of potential market, available market and target market were 97%, 84%, and 2% respectively. Legal aspects, technical aspects, environmental aspects, and financial aspects are obtained from secondary data sources.

The results of financial calculations result that the NPV value for the period 2018-2022 amounted to Rp. 111.166.491,00, IRR percentage of 30.14% and PBP 3,71 years. The IRR value was obtained bigger than the MARR value of 12.07% and the NPV value is positive. From these parameters, then the development of quail cultivation business in Bogor City can be considered feasible.

Keywords : Development, Quail Farm, Eka Farm, NPV, IRR, PBP.