

ABSTRACT

This research is motivated by the problems faced by Onamazuru Farm, a company engaged in the field of catfish farming and rearing. Referring to data held by the Central Statistics Agency (BPS), in 2017 it was recorded that catfish became the commodity with the largest money turnover for the fisheries sector in Bandung City. This data shows that catfish is a commodity with high demand.

Catfish is a commodity that has a high selling value when sold directly to consumers. 1 Kg of catfish can be priced around IDR 21,000 - IDR 25,000 for home consumers and street vendors. The high market demand makes the catfish farming business a promising commodity.

This scientific paper will discuss the proposal for planning and opening a branch of catfish farming business that is deemed necessary in connection with the high consumer demand. With a feasibility study method through analysis of market aspects, technical aspects and financial aspects which are processed based on historical data, both primary and secondary data obtained from various sources in order to complete this research. Feasibility study analysis itself is an activity to study in depth a business activity, used to determine whether the business is feasible or not to run from the calculation results. After an in-depth analysis, it was found that the feasibility analysis of the NPV value for the calculation period was an NPV of Rp.574,947,962 with a PBP value of 2.4 years and an IRR of 28.11%. With these results it can be concluded that the opening of a branch from Onamazuru Farm is feasible, this is evidenced by the $IRR > MARR$ value where $28.11\% > 5\%$.

Keywords: Catfish, Feasibility Analysis, NPV, IRR, Payback Period