

ABSTRACT

House of Farm is an agriculture business with corporate farming concept and produces several commodities of vegetables. The corporate farming concept should be supported with packaging aspect in order to increase the selling value of the products.

Packaging house can be a facility of packaging process, as an information center, counseling center design, and packaging services. This research will discuss about the feasibility of a packaging house development in the District of Ciparay, Bandung regency with the market target in Depok city. The analysis was conducted by reviewing the feasibility of market aspect, technical aspect and financial aspect.

The data of market aspect is obtained through questionnaires to 270 respondents who live in Depok. The questionnaire was used to determine the amount of potential market, available market, and target market. The technical and financial aspects use secondary data which obtained from various sources. The results show amount of the potential market for the products offered by House of Farm is 100%. While the available market is 100% for the product group 1, 84% for product group 2, 68% for the product group 3, and 33% for group 4. While the target market, the company is aiming for 0.01% of the available market. Calculation shows that with the NPV value for 2015-2019 is Rp 12,557,469,870.90, IRR=38,67%, PBP=2,834 Rp 7,758,913,730 IRR=71,07% , PBP=1.891 years. IRR value is greater than MARR, and The NPV value is positive. The packaging house development of House of Farm business in District Ciparay, Bandung regency is feasible

Key words : House of Farm, packaging house, corporate farming, NPV, IRR, PBP, feasibility study.