

## **ABSTRACT**

### **THE FEASIBILITY OF FINANCIAL ANALYSIS LIVESTOCK BUSINESS IN A BROILER CHICKEN PRODUCTION CENTER DISTRICT (Lampung Middle of a Case Study in Chicken Production Center Sub-District Kalirejo)**

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*Issues discussed in the writing of this is how financial feasibility a livestock business in a broiler chicken production center Lampung Middle District. This is the purpose of writing to know and to analyze the feasibility of financially a livestock business in a broiler chicken production center Lampung Middle District. The analysis used in this research was financially feasibility analysis consisting of net present value (NPV), net benefit cost ratio (Net B/C), internal rate of return (IRR) and payback period.*

*Based on the results of research and discussion can be drawn this conclusion NPV (net present value) to venture broiler in their Agung Timur Sub-District Kalirejo in a larger whole from 0, this means that broiler worthy and profitable business. Net B/C (net benefit cost ratio) on broiler in their Agung Timur Sub-District Kalirejo as a whole is greater than 1, this means that project were suitable to be developed. IRR (internal rate of return) on broiler in their Agung Timur Sub-District Kalirejo as a whole is greater than in the prevailing interest rate is as much as 20 percent, business and were suitable to be developed because the value of irr larger than the interest rate prevailing bank. Payback periods in broiler in their Agung Timur Sub-District Kalirejo overall lower business of age at 13 times the mass of harvesting or one month and 1 year business development this is worth run.*

*Password: Financial Feasibility, Husbandry Broiler, Chicken Production Center*