

ABSTRACT

FEASIBILITY STUDY AND ESTABLISHMENT STRATEGY OF CHICKEN SLAUGHTERHOUSE (CASE STUDY: PT. MALINDO FEEDMILL)

By

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Chicken meat production as a source of animal protein for the community is increasing. This can be seen from the high demand for chicken meat. The high demand for chicken meat causes chicken meat business actors to slaughter in slaughterhouses and slaughterhouses. PT Malindo Feedmill is a company engaged in the animal feed industry, chick farming and broiler farming as well as chicken-based processed foods. Several aspects are needed to develop agro-industry at PT Malindo Feedmill so that the company can innovate sustainably and can increase the value of income. Therefore, it is necessary to analyze Development strategy and business feasibility that can be applied for the development of agro-industry at PT Malindo Feedmill. Data analysis using the survey method and continued with SWOT analysis and financial analysis. The results obtained are that the establishment of a Chicken Slaughterhouse is feasible for the company to establish, with a strength and threat score of 1.35 and opportunities and threats having a score of 2.19, which means that the chicken slaughterhouse development strategy is in quadrant 1, so the company has strengths and opportunities in running a business. The financial analysis of the chicken slaughterhouse industry shows that it is feasible to do and has met the business feasibility criteria with an NPV value of 45,641,675,277, a B/C ratio of 1.2752; a PBP of 1 year and 8 months and an IRR of 78.31%. While the results of the sensitivity analysis are still said to be feasible if there is a 10% and 15% increase in raw material prices and not feasible if there is a 20% increase in raw materials.-

Keywords: *broiler, chicken, financial analysis, chicken slaughterhouse, SWOT*

ABSTRAK

STUDI KELAYAKAN DAN STRATEGI PENDIRIAN RUMAH POTONG AYAM (STUDI KASUS: PT MALINDO FEEDMILL)

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Produksi daging ayam sebagai sumber protein hewani untuk masyarakat semakin meningkat. Hal ini dapat dilihat dari tingginya permintaan daging ayam. Tingginya permintaan akan daging ayam menyebabkan pelaku usaha daging ayam melakukan pemotongan dirumah potong hewan maupun tempat-tempat pemotongan hewan. PT. Malindo Feedmill adalah perusahaan yang bergerak di bidang industri pakan ternak, peternakan anak ayam dan peternakan ayam pedaging serta makanan olahan berbasis ayam. Beberapa aspek diperlukan untuk mengembangkan agroindustri di PT. Malindo Feedmill agar perusahaan dapat berinovasi berkelanjutan dan dapat meningkatkan nilai pendapatan. Oleh karena itu, diperlukan strategi pendirian dan studi kelayakan yang dapat diterapkan untuk perkembangan agroindustri di PT. Malindo Feedmill. Analisis data menggunakan metode survei serta dilanjutkan dengan analisis SWOT dan analisis finansial. Hasil yang diperoleh yaitu pendirian Rumah Potong Ayam layak didirikan oleh perusahaan, dengan skor kekuatan dan ancaman sebesar 1,35 serta peluang dan ancaman memiliki skor 2,19 yang berarti strategi pengembangan rumah potong ayam ada di quadran 1, sehingga perusahaan memiliki kekuatan dan peluang dalam menjalankan usaha. Analisis finansial industri rumah potong ayam menunjukkan layak untuk dilakukan dan telah memenuhi kriteria kelayakan usaha dengan nilai NPV sebesar 45.641.675.277; rasio B/C sebesar 1,2752; PBP selama 1 tahun 8 bulan dan IRR sebesar 78,31%. Sedangkan hasil analisis sensitivitas masih dikatakan layak apabila terjadi kenaikan harga bahan baku 10% dan 15% serta tidak layak apabila ada kenaikan bahan baku 20%.

Kata kunci: ayam potong, analisis finansial, RPA (rumah potong ayam), SWOT