ABSTRACT

BUSINESS FEASIBILITY STUDY ON THE BUSINESS OF THE MEAT FACTORY MAKASSAR

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The frozen food industry is experiencing rapid development, according to data from the Indonesian Refrigeration Chain Association (ARPI) in 2020, the value of frozen food transactions reached IDR 80,000,000,000,000 increased in 2021 to reach IDR 97,000,000,000,000 and in 2022 increased by 17% year on year, or at Rp 114,000,000,000,000. In this study, a problem was found, namely plans for the opening of a new branch to be developed in JL. Urip Sumoharjo Makassar *City where the opening of new branches is one part of the expansion of a business. This study aims to determine the feasibility of opening a new branch of the* Meat Factory Makassar *in four aspects: management aspects, market aspects, technical aspects, and financial aspects. The study also provides references to aspects of business feasibility studies that can be used as input in business development.*

This study uses qualitative research methods by taking data sources from interviews with owners and consumers as well as conducting direct observations and secondary data through documentation in the form of permits that support the running of the business of the Meat *Factory* Makassar.

This research shows that the business of the Meat Factory Makassar *from the management aspect is feasible because human resources are adequate and in accordance with business needs. The market aspect is viable, with various types of high-quality products at affordable prices, and the use of social media as a promotional tool. The technical aspect is declared feasible, because of the strategic selection of business locations so that it is easily accessible to consumers, as well as the use of modern technology. The results of the analysis from the financial aspect show that the* Meat Factory Makassar *is feasible with the calculation of Payback Period (PP) with a rate of return of 1 year 3 months 6 days, Net Present Value (NPV) with a value of 73.6>0, then the calculation of Probability Index (PI) is declared feasible because the value is 1.1>1, and the last is the calculation of Internal Rate of Return (IRR) to calculate the interest rate with a yield value of 14>7 so that the project is feasible to continue. Suggestions for further research are expected to be able to complement aspects in the Business Feasibility Study such as environmental aspects and legal aspects.*

Keywords: Business Feasibility Study, Meat Factory Makassar, *New Branch Opening.*

Translated by:
The AgencyES
Language Institute
File No.: S1-055