

## ABSTRACT

Laila, Nilla Adroatul. 2012 SKRIPSI. Title: Feasibility Study of Proposed Business Investment Expansion of Business Location (In Case of Dairy Cattle Farming Industry CV. Milkindo Berka Eternal Kepanjen)  
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Demand for dairy commodities which is high from year to year continues to increase, but the national milk production has not been able to meet the consumption needs of Indonesian people. So far national milk production only can fulfill 25% of the total need and the rest of 25% or 3.5 million tons comes from dairy cattle imports in value per year to reach U.S. \$ 600 million - U.S. \$ 700 million. Then the government issued a policy to import milk from abroad. In addition to the government to import dairy exports in the form of processed milk.

In this study selected case studies on the dairy farm industry CV. Berka Milkindo Kepanjen Abadi, on the average farm price of milk has reached Rp. 4000 per liter. Fresh cow's milk production is only sent to Nestle, Nestle provides facilities for the provision of cooling engine, and the cost of shipping milk to be replaced by Nestle. In the near future CV will conduct Place of Business Expansion in hopes of increasing milk production in the country. Feasibility analysis is a necessary investment. To examine this issue, researchers will analyze the various aspects including the law aspects and legality, market and marketing aspects, aspects of engineering / technology as well as operational and financial aspects of using five methods, namely Average Rate of Return (ARR) / average profit rate, Payback Period (PP) / Period Return, Net Present Value (NPV) / Net Present Value, Internal Rate of Return (IRR) / Internal Rate of Return and Profitability Index (PI) / Benefit Cost Ratio (B / C ratio).

Based on the results obtained the following results: Legal Aspects of Law and has owned this farm, among others, license Business License (Trade Permit), allotment of Land Use Permit, Permit Disorders (Ho), and the Corporate Registry. Markets and Marketing aspects, the projected demand for fresh cow's milk continued to rise from year to year. So the projections can be said to be very good. Milk delivery process very easy, using a own tank truck transportation of its own. Aspects of Engineering / Operations and Technology, this ranch has some of the buildings and the building is well worth crowing, having the support equipment for the processing of milk until the milk is sent to Nestle, because the farm is working with Nestle, as well as farm location close to the center city. Financial Aspects of the results of the following: ARR: 36%, PP 1.32 semester, NPV: Rp. 81,227,928.43, IRR: 32% and PI: 1.16%. Of the four aspects of the investment is proposed by H. M. Taufan Word Efendi is feasible.