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ANALYSIS OF BUSINESS FEASIBILITY STUDY ON BREEDING PUNGLOR KEMBANG BIRDS

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ABSTRACT

This Study describe the analysis of business feasibility study of the Indonesian bird, the bird is Punglor Kembang. In our research, we explain how to business from breeding Punglor Kembang birds. The samples taken in this study are 20 respondents, they are the breeders of Punglor Kembang birds in West Java, Indonesia. This study used descriptive method with Return of Investment (ROI) and SWOT analysis. Primary and secondary data used in this research. There are four aspects that explain the business feasibility study of Punglor Kembang birds among others; marketing aspects, human resources aspects, operational & technological aspects, and financial aspect. The result of this study discovers that breeding Punglor Kembang birds in West Java is a promising business for a wide market share and this business is feasible to do because it can provide great benefits.

INTRODUCTION

RESEARCH BACKGROUND

Indonesia is a country with a vast territory and many islands. It makes Indonesia has a wide variety of different fauna on each island. Type of fauna which is widely available in Indonesia is birds. Birds are fauna in Indonesia that have many species, one of Indonesian famous native birds is endemic Punglor Kembang which is distributed in Java, Bali, Borneo and NTT. Punglor Kembang is a bird which has many enthusiasts in Indonesia, both at home and in

the bird competition. The rapid business competitive increases the businesses to continue to innovate in the business. A business area which begins more involved is a business based on a hobby, breeding Punglor Kembang is one of the business based on a hobby.

The new regulation of bird competition, namely prohibition racing bird catches of forests and had to compete the birds bred in captivity as conservation efforts, is a great opportunity for the breeding business. Moreover, a huge number of Punglor Kembang enthusiasts is a large market opportunity. Punglor Kembang is great in demand among hobbyists because of a melodious sound, long duration of chirping, the beauty of the feathers and colors. Type of Punglor Kembang sound tends to dominate the sound of other birds if we keep in the house together. When compared to other birds, Punglor Kembang bird which can have varied songs, has a melodious sound color. Although it can be very loud, but it does not deafening. (<https://omkicau.com/kategori-populer/anis-kembang/>).

In breeding Punglor Kembang birds, the breeders should be able to yield the birds in accordance with the songbird competition standard, the bird is called the qualified Punglor Kembang. Wulan Susanti (<http://www.mediaronggolawe.com>), stated that the assessment standards in songbird competition can be used as a reference, among others:

1. Sound
Including rhythm, volume and sound quality.
2. Style
Characteristic appearance of birds.
3. Stability
When the birds sing from beginning to end of the competition.
4. Nice
Quit in the cage.

The assessment standards need to be used as a reference in generating qualified Punglor Kembang. In captivity, many obstacles that occur include difficult to get qualified broodstock and unstable feed prices. Uncertainty in the future business makes the business need considerations from the various aspects of its business feasibility.

RESEARCH PROBLEMS

1. How is the Overview of Punglor Kembang Breeding Business in West Java from various aspects?
2. How is the Analysis of Business Feasibility Study on Punglor Kembang in west Java?

RESEARCH OBJECTIVES

1. To determine the Overview of Punglor Kembang Breeding Business in West Java from various of aspects.
2. To determine the Business Feasibility of Punglor Kembang in west Java.

LITERATURE REVIEW

Business Feasibility Study

Business feasibility study (DanangSunyoto, 2014) is a research related to various aspects of both the legal aspects, financial aspects, socioeconomic and culture aspects, market and marketing aspects, consumer behavior aspects, the technical and technology aspects, and human resources and organizational aspects, where it is used as the basis offeasibility study and the results are used to decide whether a business project is workable or postponed and even do not run.

The importance of feasibility study

Business actors doing business activities to achieve objectives. Objectives can be formulated as the end result of business actors (Ismail Solihin, 2014). Business feasibility study is important to be implemented either on which will run or the development of existing businesses. It is because in conducting a business project uses the inputs in the form of resources and financial resources. Resources and financial sources are limited. To avoid wastage, it is necessary to study whether a business project that will be implemented will be profitable or not.

The parties that need business feasibility study

Business feasibility study file which has been declared eligible to be realizedis required by many people who need it as a major input in the framework of the review, to participate approve or otherwise reject the feasibility of the report in accordance with their interests. It may be a business project which has been declared feasible but could not be implemented at the end. For example, the final decision makersreject, not only because the report is modified or non-objective, but also be due to the intervention of others who feel that their interests are not met.

Apart from the above facts, the parties requiringbusiness feasibility study reports can be explained as follows:

1. The investors
2. The creditors
3. The company management
4. Government and public

The objectives of business feasibility study

The purpose of feasibility study is to avoid too large investments for the activities that are not profitable. For the investors, the feasibility study is an overview of the business or project to work on and through feasibility study, they will be able to

know the company's prospects and possibility which will be accepted. (DanangSunyoto, 2014)

The stages of business feasibility study

The stages of business feasibility study in general (DanangSunyoto, 2014) are as follows:

1. Idea generation
2. Research implementation
3. Project evaluation
4. Ordering feasible proposal
5. Business project implementation plan
6. Business project implementation

the aspects in business feasibility study

The aspects in business feasibility study are as follows (DanangSunyoto, 2014): 1. Marketing and market aspects, 2. Consumer's behavior aspects, 3. Human resources aspects, 4. Organizational aspects, 5. Accounting aspects, 6. Operational and technological management aspects, 7. Financial aspects, 8. Legal aspects, 9. Political, economic, social and environmental aspects.

RESEARCH METHOD

This study used descriptive method with Return of Investment (ROI) and SWOT analysis. Descriptive method is research methods that describe a phenomenon without trying to describe factors or variables (Zulganef, 2018). The objects in this study are the Punglor Kembangbreeders in West Java. The population in this study is the Punglor Kembangbreeders in West Java amounted 20 breeders. The samples taken in this study are 20 respondents.

"Data source is the subject from which the data can be obtained." While the type of data used in the study can be divided into two kinds: primary data and secondary data. Primary data are data obtained from empirical research results directly to the actors or directly involved by using a specific data collection technique. (SuharsimiArikunto, 2002)

Secondary data are obtained from other parties and public resources (textbooks, encyclopedias, the Internet, magazines, newspapers, journals, bulletins).

1. The primary data source in this study is in the form of interviews and observations Punglor Kembangbreeders in West Java
2. Secondary data source, which become the source of secondary data in this study, is documentation and literature of Punglor Kembangbreeders in West Java.

RESULTS AND DISCUSSION

Marketing aspects

Breeding Punglor Kembangbirds is a promising business. Its marketing aspect is not in doubt because in Indonesia, the demand for qualified Punglor

Kembangbirds is still very high. The breeders can do promotions in various media ranging from social media, on the competition arena, newspapers, magazines.

	Strengths <ul style="list-style-type: none"> ➤ A good bird quality ➤ Affordable price ➤ A good knowledge on breeding 	Weaknesses <ul style="list-style-type: none"> ➤ Lack of experience ➤ Limited area ➤ Lack of facility
Opportunities <ul style="list-style-type: none"> ➤ A wide market share ➤ A huge number of enthusiasts ➤ Limited breeders 	S+O <ul style="list-style-type: none"> ➤ Providing the best service to the consumers ➤ Increasing the quality of bird ➤ Maintaining the price stability 	W+O <ul style="list-style-type: none"> ➤ Promoting ➤ Maximizing the land to the breeding ➤ Increasing breeding facilities
Threats <ul style="list-style-type: none"> ➤ The strength of new competitors. ➤ Fluctuated feed price ➤ Changes in weather 	S+T <ul style="list-style-type: none"> ➤ Generating more superior new cruciferous ➤ Determining low price to prevent the threat of new competitors ➤ Maintaining the bird health 	W+T <ul style="list-style-type: none"> ➤ Maintaining the quality of the product ➤ Outsmarting the changes in the price of feed ➤ Increasing the facilities and avoiding the danger of changes in weather

Human resources aspects

In terms of human resources, the breeders must have extensive knowledge about the quality of Punglor Kembangbirds. Furthermore, the breeders should be people who have the diligence and good knowledge of how to take care of broodstock and calves.

Operational and technological aspects

In terms of operational in breeding Punglor Kembangbirds should certainly be noticed starting from the feed and also vitamins, minimum standard of livestock barns, equipment, bird baths, etc. In terms of the technology, it uses egg hatching

tool that makes the efficiency in breeding Punglor Kembangbirds and also minimizes the risk of production failures.

Financial aspects

Business Analysis of Breeding Punglor KembangBirds

Investment costs		
No	Details	Amount
1	Barns (10 x Rp 1,000,000)	Rp 10,000,000
2	Equipment	Rp 2,000,000
3	10 pairs of broodstock	Rp 40,000,000
4	Growing cage	Rp 3,000,000
Total		Rp 55,000,000

Operational production costs

Fixed cost		
No	Details	Amount
1	Shortening 10 pairs of broodstock	Rp8,000,000
2	Shortening of barns	Rp 2,000,000
3	Shortening of equipment	Rp 400,000
4	Shortening of growing cage	Rp 600,000
5	Employee salary (12 x Rp 1,500,000)	Rp 18,000,000
Total		Rp 29,000,000
Variable cost		
No	Details	Amount
1	Feed (10 barns x Rp1000,000)	Rp 10,000,000
2	Vitamin (10 barnsx Rp100,000)	Rp 1,000,000
3	Electrical	Rp 2,000,000
Total		Rp 13,000,000
TOTAL COST		Rp42,000,000

TOTAL ASSETS

Investment + Total Cost = Rp 55,000,000 + Rp 42,000,000 = Rp 97,000,000

BUSINESS RESULTS

One pair of broodstock in the 4-times production a year, one production of 3 calves with an average of 2 male calves and 1 female calf. Male calf is sold at a price of Rp 1,000,000 per head and female calf is sold at a price of Rp 500,000 per head. Thus, one production in a pair of broodstock generates Rp 2,500,000

Business results = 10 pairs x 4-time production x Rp 2,500,000 = Rp 100,000,000

Net income = (Rp 100,000,000) – (Rp 42,000,000) = **Rp 58,000,000**

Return of Investment (ROI) Method

$ROI = (\text{Net Income} : \text{Total Assets}) \times 100 \%$

$ROI = (\text{Rp } 58,000,000 : 97,000,000) \times 100 \% = 59.79 \% / \text{Year}$

It means the total assets invested in the business during the year resulted in a profit of 59.79% of the total property, so that business of breeding Punglor Kembangbirds is feasible.

CONCLUSION AND RECOMMENDATION

CONCLUSION

- Breeding Punglor Kembangbirds in West Java is a promising business for a wide market share.
- The business is feasible to do because it can provide great benefits with a profit of 59.79% per year.

RECOMMENDATION

Breeding Punglor Kembangbirds business should be developed by businesses in West Java. Quality development and how to breed the birds should be considered in various aspects of its business feasibility.

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