

Analysis Of Business Feasibility Study On Cv Kandang Malang Pullet Malang

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ABSTRAK

Penelitian ini akan membahas mengenai pengembangan bisnis CV Kandang Malang Pullet di Malang. Tujuan penelitian ini adalah untuk mengetahui kelayakan bisnis CV Kandang Malang Pullet. Pemilihan tempat penelitian ini dikarenakan bisnis tersebut memanfaatkan ceruk pasar dengan potensi yang besar di pasar. Studi kelayakan bisnis ini ditinjau dari aspek hukum, aspek lingkungan, aspek pemasaran, aspek teknis, aspek manajemen, dan aspek finansial. Metode kualitatif digunakan dalam pengumpulan data penelitian ini dengan sistem wawancara kepada pelaku bisnis dan observasi. Aspek hukum membahas mengenai ketentuan hukum apa saja yang dibutuhkan dan ketepatan bentuk badan usaha dengan ide bisnis. Aspek lingkungan mengidentifikasi kekuatan dan kelemahan yang dimiliki perusahaan serta peluang dan ancaman yang dihadapi oleh perusahaan. Aspek pemasaran dianalisis menggunakan STP dan marketing mix untuk menilai kinerja pemasaran dalam mendukung perkembangan bisnis yang sedang dijalankan. Aspek teknis berhubungan langsung dengan operasional perusahaan. Aspek manajemen mempelajari hal-hal yang berkaitan dengan rencana pengelolaan dan pelaksanaan bisnis. Aspek finansial menganalisis keuangan bisnis untuk mempertimbangkan resiko-resiko yang ada. Hasil penelitian ini menyatakan bahwa kelayakan bisnis CV Kandang Malang Pullet Malang dinyatakan layak pada tahun 2022 berdasarkan keenam aspek tersebut.

Kata Kunci: Pullet, Malang, Pengembangan Bisnis, Studi Kelayakan Bisnis

ABSTRACT

This research will discuss the business development of CV Kandang Malang Pullet in Malang. The purpose of this study was to determine the business feasibility of CV Kandang Malang Pullet. The choice of this research location is because the business takes advantage of a market niche with great potential in the market. This business feasibility study is reviewed from legal, environmental, marketing, technical, management, and financial aspects. Qualitative methods were used in collecting data for this study using interviews with business people and observation. The legal aspect discusses what legal provisions are needed and the accuracy of the form of a business entity with a business idea. The environmental aspect identifies the strengths and weaknesses of the company as well as the opportunities and threats faced by the company. Marketing aspects are analyzed using STP and marketing mix to assess marketing performance in supporting the development of the business being carried out. Technical aspects are directly related to the company's operations. The management aspect studies matters relating to the management plan and business implementation. The financial aspect analyzes business finances to consider existing risks. The results of this study state that the business feasibility of CV Kandang Malang Pullet Malang is declared feasible in 2022 based on these six aspects. The financial aspect analyzes business finances to consider existing risks. The results of this study state that the business feasibility of CV Kandang Malang Pullet Malang is declared feasible in 2022 based on these six aspects. The financial aspect analyzes business finances to consider existing risks. The results of this study state that the business feasibility of CV Kandang Malang Pullet Malang is declared feasible in 2022 based on these six aspects.

Keywords: Pullet, Malang, Business Development, Business Feasibility Study

INTRODUCTION

A business feasibility study is a way or method consisting of various aspects to assess whether or not an activity to be carried out is feasible, the result obtained is to accept or reject an investment or commercial offer. A business study which is also often referred to as a feasibility study is an element that must be considered in making a decision, whether to accept or reject a business idea or planned activity. What is meant by feasibility is the possibility that the idea or business to be built will bring benefits, both in terms of economic benefits and social benefits.

The livestock sector is very influential in the community's economy. The Ministry of Agriculture (Kementan) through the Directorate General of Livestock and Animal Health (Ditjen PKH) is seriously committed to maintaining the stability and balance of supply and demand for purebred chickens. This effort is carried out through the regulation and control of DOC FS production to adjust to demand. Regulation of DOC FS production has a real impact on chicken price stability (Ditjenpkh.pertanian.go.id 2021). Government policy as a public policy is also born through the results of the process of interaction between business actors. Competition between business actors with various interests is certainly not easy to manage amid government obligations, (2021). One of the sub-sectors of agriculture is livestock. The livestock sector is divided into several types namely; rabbits, ducks & ducks, broiler chickens, laying hens, native chickens, pigs, goats & sheep, horses, buffaloes, dairy cows, and beef cattle. Pullet chickens are part of the laying hens which are reared from 13 to 16 weeks. As the population increases, the level of education and awareness of nutritional needs, especially protein, and the laying hen business is a potential business (Imas, Sri, and Sitti Nurani 2016).

The laying hen farming business is a business that can quickly produce animal protein. The laying hen farming business is very vulnerable in its development, and because of that, the opportunity to get profit or loss is also very big. Based on Livestock and Animal Health Statistics data (2011), the laying hen population in East Java is around 30% of the total laying hen population in Indonesia. Data from the East Java provincial livestock service (2012) states that the population of laying hens in East Java from 2008 to 2011 continued to increase with the number of laying hens successively 20,886,094, 21,396,786, 21,959,505 and 37,035,241 heads. The laying hen farming business is a business that can generate a fast turnover of capital and the price of its eggs is relatively cheap so that it is easily affordable by all levels of society. However, the price of laying hens is still very volatile. So that the laying hen business is very vulnerable in its development, and because of that the opportunity to gain profit or loss is also very likely, and not a few livestock businesses experience these losses and eventually close their business. Efforts to obtain large and sustainable profits are the main goals for all business activities including laying hen farming businesses, which in turn will increase the welfare of the laying hen business actors.

Efforts to obtain large and sustainable profits are the main goals for all business activities including laying hen farming businesses, which in turn will increase the welfare of the laying hen business actors (Fadhilah et al., 2022). Achieving this target requires efforts, one of which is to determine the feasibility of a laying hen business. The feed factor and the seed factor are production factors in the livestock business that affect determining production costs. This study aims to analyze the feasibility of laying hen farming business at pullet age at CV Kandang Malang Pullet Malang in terms of legal aspects, environmental aspects, and marketing aspects.

THEORETICAL BASE

A business feasibility study is research that aims to decide whether a business idea is feasible or not (Umar, 2009), this is based on ideas that can provide benefits (profits) for stakeholders. A business feasibility study is the first step before starting a business plan. Several aspects must be assessed before concluding this business feasibility study, namely; legal aspects, environmental aspects, market and marketing aspects, technical and technological aspects, management and human resource aspects, as well as financial aspects. eating will affect other aspects (Fadhillah, 2022).

A business feasibility study is a business idea that provides great benefits for stakeholders (stakeholders) and minimal losses so that this business idea is feasible or not to be implemented, whereas according to Ibrahim in Gumelar (2016) a business feasibility study is an activity to assess the extent to which benefits can be obtained. obtained in carrying out a business activity or project.

Business feasibility studies are not only needed by business initiators but are also able to provide benefits to several parties who need feasibility with various interests (Raharjo, 2009). For business people to benefit from the conclusion of a business feasibility study whether this business is feasible to run and whether the investment made is promising, investors can take steps whether investing in the capital will provide benefits in the future, for creditors can take steps to provide credit to business people because creditors can analyze how many sales, profits and losses are obtained by the debtor so that bad credit can be avoided, while for the government it can take steps to grant business licenses when all aspects of the assessment can be fulfilled and provide many benefits to the community.

1. The legal aspect is useful for analyzing the ability of business people to comply with the legal requirements and permits required to run a business in certain areas, such as how business is conducted and whether the business is carried out by applicable laws and regulations.
2. The industrial environmental aspect analyzes suitability with the surrounding environment where the business idea is carried out and the impact on the environment must also be maintained. The indicators of the industrial environment aspect that are seen are the threat of entry of new entrants, competition among business ideas within the industry, the threat of substitute products, and the bargaining power of buyers and suppliers.
3. The marketing aspect itself requires an analysis of market potential, market shape, estimated sales that can be achieved by the company, and estimated market share that can be controlled by the company.
4. The technical and technological aspects analyze the technical readiness and availability of the technology needed to run the business. The indicators assessed in this aspect include determining product strategy and product planning, technology selection process, determining optimal production capacity, factory layout, operational plans in terms of production volume, and product quality control both in the form of goods and services.
5. The management aspect focuses on analyzing the stages of business implementation and workforce readiness, both for unskilled labor and skilled workforce needed to run a business, determining job descriptions, recruitment policies, work productivity, training and development programs, career planning, Occupational safety and health, and layoff mechanisms.

6. The financial aspect of this aspect is based on an analysis of the amount of investment and working capital costs and the rate of return on investment from the business being run in the form of funding requirements and sources, determining cash flow policies, studying capital costs, assessing business plans through the Payback Period (PP) method.

METHODS

The technique used by the author in collecting data in this study is carried out as follows:

1. Study of Literature

According to Sekaran and Bougie (2013: 50) literature study is an activity that links the identification of secondary data and assesses activities related to problems that exist in research.

2. Field study

According to Sekaran and Bougie (2013: 101), a field study is a data accumulation system that is carried out by examining the object to be studied directly. Field studies using the following Techniques:

- Observation

According to Sekaran and Bougie (2013: 102) observation is a data accumulation system that is carried out by observing the environment or the state of the operating system which is carried out directly. The author conducted this research at CV Kandang Malang Pullet which is located on Jalan Terusan Setaman Malang to understand and carry out data collection on the aspects needed in establishing and conducting a pullet cultivation business.

- Interview

Sekaran and Bougie (2013: 116) interview is a data accumulation method that is carried out using question and answer which is carried out directly to company employees or other parties in the company. Interviews in this study were conducted with HRD CV Kandang Malang Pullet to obtain information that could support the success of this research.

Research Steps

In conducting this research, the authors carried out the following steps:

1. Selecting topics to be studied, formulating problems, setting research objectives, and deciding on a framework for research.
2. Exploring theories related to the research topic as a rationale for conducting research.
3. Collect primary data and secondary data that are used to assist the elaboration stages of the research.
4. Carry out processing and description of data.
5. Make conclusions obtained from the stages of research that have been carried out and suggest several suggestions related to the research.

RESULTS AND DISCUSSION

MALANG PULLET CAGES – KMP MALANG Provider of quality, healthy, uniform, guaranteed, experienced laying hens (pullet) seeds, serving the entire island of Java and Madura. Managed By Strict QC, Full Feed Manufacturing, Coherent Vaccination with Neat Recording, Advanced Management Program Included Along with Sending Pullets To Customers, Assistance Until The End Of The Period (Exit Period) Is A Commitment To Kandang Malang Pullet KMP

Malang To Serve You. Professional Managed Management, Cultivation with International Standards, Experienced from Multinational Companies That Have Distributed Millions of Quality Laying Hens throughout Java and Madura Islands. We maintain After Sales Value until the final period. A company engaged in the STRATER and GROWER (Pullet) layer chicken cultivation sector, which started its business in 2014, is a Pullet practitioner which started at JAPFA GROUP. Armed with Experience and Professionalism and demand for Pullets from the KANGANG MALANG PULLET Market, PULLET meets the needs of breeders with management and maintenance according to INTERNATIONAL STANDARDS.

According to Suliyanto (2010: 3), "Business feasibility study is research that aims to decide whether a business idea is feasible or not." Aspects of a Business Feasibility Study, according to Suliyanto (2010: 9) suggests to obtain strong conclusions about whether or not a business idea is implemented or not, an in-depth business feasibility study needs to be carried out on several aspects of business feasibility, namely legal aspects, environmental aspects, market aspects and marketing, technical and technological aspects, management and human resources aspects, and financial aspects.

1. Legal Aspect

According to Suliyanto (2010: 16), a business idea is considered feasible if the business idea complies with legal provisions and can fulfill all licensing requirements in the area. Analysis of the legal aspects of the business feasibility study aims to analyze the legality of the business to be run and to analyze the guarantees that can be provided if the business is to be financed with a loan.

Licensing, from the results of observations and interviews that we have conducted, CV Kandang Malang Pullet already has licensing requirements, namely, KMP has approval from the surrounding community either around the office or stables, and this approval is obtained through related village officials such as RT or RW. This business has been running since 2014 until now so it can be said that it is legally feasible.

From the results that we have done, it can be concluded that in terms of the feasibility of the legal aspects of business, CV Kandang Malang Pullet has a good average value of 4, where the business is by applicable law, besides that KMP is in the form of a CV, and complete permits according to the field engaged business.

2. Environmental Aspect

According to Suliyanto (2010: 45), a business idea is said to be feasible based on environmental aspects if the environmental conditions are to the needs of the business idea and the business idea can provide greater benefits than the negative impact on the area. Environmental aspect analysis has the objective of analyzing operational environmental conditions, industrial environmental conditions, and remote environmental conditions to determine whether or not it is possible to carry out a business idea, analyze the positive and negative impacts of business on the environment, and analyze efforts that can be made to minimize the negative impact of business on the environment.

In this case, we conducted an analysis of the Industry Competition Study and the Company's External Environment Study from KMP Malang, including:

- *Industry Competition Studies*

Competitors, in the field of chicken farming there are many business competitors both from independent scale to manufacturer scale. Several competitors in Malang are pursuing the same field, namely Pokpan, Japfa, and other companies. Competitors have higher capital so their production activities are greater at a lower price offered. However, more production causes lower product quality than this company.

Suppliers, supplier power is very influential on the quality of chicken production. In CV Kandang Malang Pullet there are two supplier components. First, suppliers in the production sector consisting of vaccines and chemical drugs from Sanbe which have been the company's customers since 2014 until now. The two suppliers in the feed sector consist of major manufacturers such as Samsung and Newpope. These suppliers have worked together for a long time with the company so there is close chemistry, even though sometimes there are changes in regulations from suppliers when changing leaders.

Buyers, the company always pays attention to the needs and desires of its buyers. At this company, the needs of buyers vary, so the amount cannot be ascertained. Even so, there is still a bargaining power that every buyer has.

Substitute Goods, buyers' needs can be substituted with other goods such as laying hens and retail business development which have a significant influence on the company. Frozen food and egg retail companies can replace manufactured goods from the company.

Obstacles, CV Kandang Malang Pullet has obstacles in financial and marketing factors. On the financial factor, namely the company's lack of capital to produce goods buyers become more limited. On the marketing factor, the company implements promotion through WOM rather than promotion via the internet or social media.

- *Corporate External Environmental Studies*

Politics, in the environment around the company there are no influential political figures because the company does not adhere to a bureaucratic system. The company is also not related to any political direction around the business environment and is only related to suppliers who determine the price of eggs in the market.

Economically, interest rates do not affect the company's operational activities because most of the cooperation is carried out with suppliers. The existence of developments in inflation is not felt by the company because eggs are one of the basic needs of the community. The company is also participating in tackling unemployment by opening up jobs so that the surrounding community has jobs, with a workforce of around 84 people not including drivers if a total of more than 100 people. Field workers have an income above the UMR or around 3 million rupiahs per month. So far, there has been no negative impact that the company has had on the economic conditions of the surrounding community. On the contrary, the company has provided comfortable employment opportunities for the surrounding community by prioritizing a sense of kinship at work.

Social and Cultural, residents who on average earn a living as breeders have a passion for raising livestock of various ages. The majority of tribes in the neighborhood come from Java and Madura, which are mostly Muslim. The condition of the infrastructure already exists but is not very good due to the lack of attention from the government. However, residents look after each other so it is rare for crime to occur in the neighborhood. Foreign cultures that enter are still often rejected by the local community because the local culture is still traditional. There are also elderly community leaders who are considered respected and respected by residents.

Technology, there are several technologies used in product marketing such as product promotion through social media, orders made online, and websites that provide information and services about products. In the future, the company will try to develop technology in the field of human resources. Goods produced by the company cannot be developed further with technology because they are living goods that are maintained under human dominant control. So that the company emphasizes more on technology related to administration.

Ecology, from the data obtained through research on the community around the CV Kandang Malang Pullet business location, there are no sources of pollution to the environment. This is because chicken farming companies must have good air and water conditions to support the growth of chickens. The location selected for the company's operational activities has been selected after laboratory tests and various other considerations. This business activity has not yet created a source of environmental pollution because the waste is reused to become useful goods and there is no counter-productive pollution.

The results of the evaluation that we have done, CV Kandang Malang Pullet has a good score in the environmental aspect. Because KMP can compete healthily and is also able to understand the market and competitors' weaknesses, however, entering this business requires high capital and needs to find a place of business that has a production site/cage in the village area to produce these chickens.

3. Marketing Aspect

According to Suliyanto (2010: 83), a business idea is called feasible based on the marketing aspect if the business idea can produce products that are acceptable to the market (needed and desired by potential customers) with profitable sales levels. The marketing aspects that we analyze are as follows:

Market Potential, the market potential is one of the important things that must be considered. How a company in the future can be observed of them through its market potential. CV Kandang Malang Pullet is a company that focuses on marketing daily needs products, namely laying hens. The company has a large enough market potential for marketing its products, which can be seen from the large number of chickens sold each year. Chicken sales data which is increasing every year is also proof of how much market potential the company has. Even though during the pandemic chicken sales decreased, the company managed this well. Besides that,

Demand Growth, based on interview results and seen from the annual sales chart on the official website of CV Kandang Malang Pullet, the company's average sales from year

to year have increased and decreased due to Covid-19 in 2020-2021 due to the Covid-19 19 people's purchasing power decreases.

Competition, in a competitive market, can be both an obstacle and an opportunity for a business. In this case, the existence of competitors can improve quality and enthusiasm to continue to innovate so that the product continues to develop and can compete with other products so that it can be said that not all market competition is bad. CV Kandang Malang Pullet is a company engaged in the STRATER and GROWER (Pullet) phase layer chicken cultivation. As a promising business, CV Kandang Malang Pullet also has competitors, such as Pokpan and Cinemas who are engaged in the same business.

Market share, from the company chart, you can see the company's sales graph from year to year. Based on the results of interviews, the company has so far not conducted research to measure or see what percentage of the market share is.

Marketing strategy, in terms of segmentation, geographic segmentation of CV Kandang Malang Pullet, namely from Java, DIY, DKI Jakarta, and Madura. In demographic segmentation, the business of CV Kandang Malang Pullet targets consumers from the Millennials - Old age range of 17-70 years. Meanwhile, on the psychographic segmentation of CV Kandang Malang Pullet sees business opportunities from phenomena of various backgrounds. In terms of targeting, CV Kandang Malang Pullet targets entrepreneurs, breeders, and egg sellers. Positioning carried out by CV Kandang Malang Pullet is maintaining quality and prioritizing service so that customers are not disappointed and switch to another place.

Marketing Mix, the products offered by CV Kandang Malang Pullet are laying hens, frozen food, and wholesale eggs (frozen food and wholesale eggs will be opened soon). There are two business locations for CV Kandang Malang Pullet, namely the office located on Jalan Canal Seaman No. 39 Jatimulyo, Kec. Lowokwaru, City of Malang, East Java 6514. While the second is the stables for production sites in several cities, including Kab. Malang, Kab. Kediri, and Kab. Magetan. There are 67 employees consisting of 6 people in the office, 40 people in production, 7 people in marketing, 12 people in shipping, and 2 people in the warehouse. Each chicken can be reached for 58,000 per head.

SWOT analysis, on the strengths of the company, includes maintaining quality with maximum care, prioritizing service with product guarantees, assisting consumers in the product distribution process, and quality as promised. The company's weakness is the inflexible price because it follows the government. Meanwhile, the company has an opportunity that is already known by many people because of its quality without the need for branding. Meanwhile, the threats are strong competitors because they come from factories or large companies, if goods from suppliers are scarce, production will be small.

The results of the evaluation that we have done, CV Kandang Malang Pullet has good value in the marketing aspect, considering that KMP's business segmentation with existing customers is appropriate. In addition, KMP can group its product types properly and customers can choose, and KMP also promotes its products using Instagram, websites, and YouTube. KMP also provides a guarantee for 14 days and is accompanied by HR from KMP after the goods are sent.

4. Technical Aspect

According to Suliyanto (2010: 134), a business idea is called feasible based on technical and technological aspects if based on the results of the analysis the business idea can be built and executed properly. Analysis of technical and technological aspects in the business feasibility study aims to: Analyze the feasibility of the location to run the business, Analyze the size of the production scale to reach the level of economies of scale, analyze the criteria for selecting machines and equipment to carry out the production process and analyze the technology to be used.

- A. Factory location and layout, production process layout. CV Kandang Malang Pullet has several production sites in several cities, including Kab. Malang, Kab. Kediri, and Kab. Magetan, where? the layout of the three is more or less the same
- B. Technology, machinery, and production equipment. To produce high-quality chicken products, supporting technology and production equipment are needed because they can have an impact, therefore the technology used in the production of KMP Malang includes new production machines and equipment such as chicken scales, tools for vaccines, and tools for chick-ins. The beak cutting has been upgraded. Furthermore, for each cage, there is a heater with small lights at night. Apart from that, to facilitate the promotion, KMP Malang also uses the latest technology, such as using social media such as websites, YouTube, Instagram, etc.

The results of the evaluation of CV Kandang Malang Pullet have a good score in the technical aspect because KMP already has the availability of appropriate machines/equipment to support the business. In addition, KMP also uses the latest technology to support its business, and the company also has good capabilities in producing products at an optimal production scale/optimal service level.

5. Management Aspect

According to Suliyanto (2010: 158), a business idea is considered feasible based on management aspects if it has workforce readiness to run the business and the business can be built according to the predicted time. Analysis of management and human resource aspects has the objective of analyzing the types of work required for business development and analyzing the costs required to carry out each type of work required for business development.

- A. Human Resource Management. The company recruits employees according to the needs of each position. There are no media used to spread job vacancy news because many workers come directly to apply for jobs. With a total of 67 employees in the factory, the company considers this to be efficient because the goals of the company have been achieved. Every employee who works in an office has working hours of 8 hours per day. Meanwhile, employees in the production department have working hours that cannot be measured. The average employees are contract employees, and only 10 people are permanent employees.
- B. Employee Income. The salary of each permanent employee ranges from IDR 2,000,000 to IDR 3,500,000. Even though it is still below the UMR, the company always gives unlimited bonuses to employees depending on their performance. For example, employees in the marketing sector can get a bonus according to their sales, and

employees in the production sector can get a bonus according to the population of chickens raised. The company's employee turnover rate for the past 7 years is still the same and the same. One of them is the recognition of income or incentives.

From the results that we have done, it can be concluded that in terms of the feasibility of the HRM aspect of the CV Kandang Malang Pullet business, it has a good average value of 4. In recruiting KMP employees, it looks at the ability of prospective employees so that the employees recruited are appropriate and already have experience in their fields. In addition, KMP provides allowances or bonuses and there are also incentive costs to support daily needs.

6. Financial Aspect

According to Suliyanto (2010: 184), a business idea is feasible based on the financial aspect if the source of funds to finance the business idea is available and the business can provide a profitable rate of return based on logical assumptions. The financial aspect of a business feasibility study aims to analyze sources of funds to run a business, analyze the amount of investment needed, and project cash flow from the business to be run.

- A. Fixed asset investment and working capital requirements. In running its business like other companies, KMP also has investments in fixed assets. In KMP, fixed assets are more manifested in the form of vehicles, namely cars used in the process of sending chickens, because only using the land route requires a lot of vehicles so that the delivery can run properly according to the set time. In terms of working capital needs, KMP uses its working capital to purchase the chickens it will market, which requires 700 chickens for IDR 50,000 per chicken. If you add up the working capital requirements at KMP of IDR 35,000,000 to buy chickens that will be marketed.
- B. Source of funds. For sources of funds, KMP uses personal funds owned by the company owner. Most of the company's funding uses the owner's funds, but to support the progress of the company, another source of funds is obtained through bank loans. Even though it is not as large as the owner's funds, the loan at this bank is owned by KMP.

Investment criteria. Some companies have criteria for their investments, but unlike KMP there are no criteria for the investments made. KMP invests in things that are needed only without specific criteria, for example, vehicles for the delivery of chickens. The company did not make a lot of investment so KMP did not have investment criteria.

From the results we have done, it can be concluded that in terms of the feasibility of the financial aspect of the business, CV Kandang Malang Pullet has a good average value, considering that the company has a very good ability to meet capital needs.

CONCLUSION

A business idea is considered feasible if the business idea complies with legal provisions and can meet all licensing requirements in the area. Cv Kandang Malang Pullet already has licensing requirements, and this business has been running since 2014 until now so it can be said that it is legally feasible.

A business idea is said to be feasible based on environmental aspects if the environmental conditions match the needs of the business idea and the business idea can provide greater benefits than negative impacts in the area. As long as the business is running, the company has not hurt the

surrounding community, on the contrary, the company has provided comfortable employment opportunities for the surrounding community. In addition, this business activity has not yet created a source of environmental pollution because the waste is reused to become useful goods and there is no counter-productive pollution. Based on this, CV Kandang Malang Pullet can be said to be feasible in terms of environmental aspects, because the company provides great benefits to the environment and surrounding communities.

A business idea is called feasible based on marketing aspects if the business idea can produce products that are acceptable to the market (needed and wanted by potential customers) with a profitable level of sales.

The product offered by the company is chicken which includes daily needs where the product is needed and desired by consumers. The company also has a sizeable market potential for its product marketing, which can be seen from the large number of chickens sold each year. Based on this it can be seen that CV Kandang Malang Pullet can be said to be feasible in the marketing aspect because the product is acceptable to the market with a profitable level of sales for the company.

A business idea is said to be feasible based on technical and technological aspects if based on the results of the business idea analysis it can be built and executed properly, the production of KMP Malang includes new production machines and equipment such as chicken scales, tools for vaccines, and tools for chick in/cutting the beak already upgraded. Furthermore, for each cage, there is a heater with small lights at night.

A business idea is called feasible based on management aspects if it has workforce readiness to run the business and the business can be built according to the predicted time, With a total of 67 employees at the factory, the company considers this to be efficient because the goals of the company have been achieved, besides that the salary is still below the minimum wage, but the company always gives bonuses.

A business idea is said to be feasible based on the financial aspect if the source of funds to finance the business idea is available and the business can provide a profitable rate of return. In KMP, fixed assets are more embodied in the form of vehicles, namely cars used in the process of sending chickens, in addition to sources of funds KMP uses personal funds owned by the company owner.

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