

ABSTRACT

Feasibility Analysis of the "Ud Lestari" Egg-Laying Chicken Farming Business in Tulungagung District

This study aims to assess the feasibility of a laying hen farm run by "UD Lestari" in Tulungagung Regency. The analysis includes financial and non-financial aspects, including investment costs, operational expenses, income, turnover, Break-Even Point (BEP), R/C ratio, and profitability. Data were collected through direct observation, interviews, and documentation of UD Lestari's business operations. The results showed that this business is financially feasible, indicated by the R/C ratio. The results showed that during the 2021-2023 period, the business generated a total revenue of Rp3.495.584.064, with a monthly average of Rp142.609.570. Net profit of Rp 400.353.352 or Rp 19.064.445 per month. The BEP value is 149.980 Kg or Rp 19.907. The R/C ratio of 1.20 indicates that the business is worth developing. Gross and net profit profitability, respectively, were categorized as low but still positive at 13,72%. Thus, layer poultry farms are considered viable for further development. Based on this analysis, it can be concluded that UD Lestari's layer chicken farming business is a viable and profitable in Tulungagung Regency.

Keywords: layer chicken farming, business feasibility, BEP ,R/C ratio, payback period.

