

ABSTRACT

CV. Multi Nissa Kencana is a company that produces concentrate feed which is located in Stabat District, Langkat Regency, North Sumatra Province. Sales of feed concentrate have experienced a decline in production in the last two years due to limited raw materials and raw material prices which are increasing from year to year so that a financial feasibility analysis is needed, besides that the increasing demand for feed concentrate creates opportunities for CV. Multi Nissa Kencana so a development strategy is needed for the feed concentrate business. This research aims to analyze the financial feasibility and develop an appropriate development strategy for the feed concentrate business on CV. Multi Nissa Kencana. The research method used is descriptive qualitative and quantitative analysis. The data analysis used in this research is income analysis, financial feasibility analysis using the criteria of NPV, Net B/C, IRR and BEP, as well as SWOT analysis. The results of the analysis show that the concentrate feed business of CV. Multi Nissa Kencana is financially feasible with an NPV of IDR 1,551,234,416, Net B/C value of 1.81, IRR value of 15.19%, and BEP achieved within 9 years, 3 months, 14 days. Appropriate alternative development strategies to be applied to the concentrate feed business of CV. Multi Nissa Kencana uses an S-O (Strength-Opportunity) strategy, namely by evaluating distribution performance and identifying areas that need to be improved by establishing partnerships with distributors, maintaining the quality of concentrate feed and increasing brand awareness by using various marketing channels.

Keywords: financial feasibility, concentrate feed, SWOT.