

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

The business feasibility analysis results of Beef Cattle Fattening Business that have been carried out in this research, provide conclusions that the Beef Cattle Fattening Business 1 aspect is declared not feasible (legal aspect) and declared feasible on 6 aspects (industrial environmental aspect, socio-economic aspect, marketing aspect, technical aspect, financial aspect, and management and HR aspect) and SWOT analysis, with the following analysis results:

1. Not feasible based on legal aspect because the Beef Cattle Fattening Business has no registered yet and has no a business lincese yet.
2. Feasible based on industrial environmental aspect, because there is a clear basis of the business establishment, which is the community potential in beef cattle fattening side.
3. Feasible based on socio-economic aspect, because the Beef Cattle Fattening Business has big impact in the community social life and economy.
4. Feasible based on marketing aspect because the Beef Cattle Fattening Business already have a product as well as a target market and marketing methods.
5. Feasible based on technical aspect because the production techniques that using in the Beef Cattle Fattening Business is good and have a good chance to success.
6. Feasible based on management and HR aspect because in the Beef Cattle Fattening Business use the village community as the human resources with their potential in beef cattle fattening side. And also the management or the community will receive directly profits because the stocks is 100% belongs to the village and the distribution of profits is by profit-sharing system.

7. Feasible based on financial aspect because the IRR calculation results is greater than the discount rate that generate NPV+. Then the financial system used can be declared feasible.
8. Feasible based on SWOT analysis, because the strengths and opportunities greater than the weaknesses and threats so the chances of success are greater than the chances of failure.

B. Implication

Based on the conclusion above, there are the practical implication, as follows:

1. The management of Beef Cattle Fattening Business can register the business to the authorized institution so that a permit related to the legality of the business can be obtained.
2. The management of Beef Cattle Fattening Business can strengthen the basis of the business establishment with improving the potency in other aspects.
3. The management of Beef Cattle Fattening Business can develop the community potency so the business can also develop for the social and economic wellbeing of the community.
4. The management of Beef Cattle Fattening Business can identify competitors and their strengths and weaknesses, so that the managers can develop effective marketing strategies.
5. The management of Beef Cattle Fattening Business can improving the production techniques using the modern method with technologies, so the business can develop and have more strengths.
6. The management of Beef Cattle Fattening Business arrange the organizational structure and fixing the strategies to develop the business.

7. The management of Beef Cattle Fattening Business looking for investors and arrange a financial strategies so the financial system can be used efficiently.
8. The management of Beef Cattle Fattening Business improving the strengths and opportunities and also minimize the weaknesses and threats for maintain the business.

A. Research limitation

The limitation in this research is the lack of data that can be processed by researcher, considering the object research, Beef Cattle Fattening Business which has not been fully operational, so that the data obtained is scanty.