

# **FEASIBILITY ANALYSIS OF LAYING QUAIL FARMING BUSINESS (CASE STUDY UD NEW DAYA NIAGA)**

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## ***ABSTRACT***

*UD New Daya Niaga is one of the livestock companies engaged in the business of chicken peterlur, feed distributor, and laying quail business. Business potential and profit levels in UD New Daya Niaga have not been published in the community. This research uses a quantitative descriptive approach. This research aims to analyze the feasibility of quail farming businesses in UD New Daya Niaga. The variables used in this study are production costs, business acceptance, and feasibility analysis. The results showed that with a population 100,000 quails it costs Rp6,910,776,200.00 with an income Rp665,204,562.00 per year. Financial feasibility analysis has a good and profitable outlook with an R/C ratio 1.09, then with a break even unit point 178,138 kg and a break even point rupiah Rp4,435,256,474.00, return on investment 17%, and payback period 5.9 years, although the value B/C ratio is 0.09.*

*Keywords: Livestock Company, Laying Quail, Business Feasibility Analysis*