

ABSTRACT

Competition in the industry is now so tight. Every company will try to survive and strive to be the best. Therefore, each company is required to improve the performance of the company, not only at the production level but also must consider how to market the products to consumers. One type of industry that has potential business opportunity in the future is agribusiness. Abo Farm was founded in 2008 after joining training program organized by the Agribusiness Fathul Ilmi Foundation in collaboration with the Center for Agribusiness and Horticulture Training at Kayu Ambon Lembang. By doing organic vegetable distribution system development based on delivery order to end customers, Abo Farm expected to increase its revenue and market share. In developing this delivery order system, it is necessary to do a feasibility study to ensure whether this new business is feasible or not. This research does the feasibility study on market aspect, technical aspect, and financial aspect.

In market aspect, questionnaire is used to determine the size of potential market, available market and target market of Abo Farm products. The result showed that the potential market size for Abo Farm products are 100%, the available market size is 52.59% and the target market size is 0.23%. In technical aspect, there is no significant problems found. And for the financial aspect, the value of NPV in 2015-2017 period is Rp 325,370,062.36, with MARR 30%, and IRR 93.74%. The value of $NPV > 0$, and $IRR > MARR (30\%)$. According to those parameters, the establishment of delivery order system is feasible to be run.

Keywords: Abo Farm, delivery order system, market survey, NPV, IRR, PBP, feasibility