# *ABSTRACT*

*Glnt Chrisandy / 72150389 / 2019 / Business Plan for Chicken Slaughter House “PT Chabi Yam Yam” in Kebumen, Central Java / Supervisor: Rita Eka Setianingsih, S.E., M.M.*

*PT Chabi Yam Yam is a business that moves in industrial manufacturing as a Chicken Slaughter House that processes live chicken to chicken products that are ready to be processed by the buyer. PT Chabi Yam Yam is located in Jl. Gombong Raya, Kebumen, Central Java.*

*PT Chabi Yam Yam has a vision of “Becoming the best boneless chicken supplier in Indonesia”. PT Chabi Yam Yam also have missions to apply the highest quality standards on the production process, selling healthy products, giving special training for our workers, providing expansion opportunities for our partners and suppliers.*

*Products offered by PT Chabi Yam Yam are Chicken Carcas, Boneless Chicken Breast, Boneless Chicken Thigh, Chicken Skin, Chicken Wings, and secondary products.*

*To compete with the competitors, the company needs a marketing strategy to offer PT Chabi Yam Yam’s product to the society. PT Chabi Yam Yam uses “direct selling” marketing strategy to offer products to the society and prospective customers.*

*Human resources are greatly needed to operate the factory as well as other operational activities. At this moment PT Chabi Yam Yam plans to hire thirty nine workers including the director.*

*The initial investment needed for PT Chabi Yam Yam is Rp 6.700.877.333, it will be used for cash, supply cost, equipment cost, and for building investment. The initial investment is a support from the owner’s parents.*

*Financial analysis results shows that on the company achieved 3 year 2 months and 16 days from a maximum at 5 years for payback period, and then for NPV analysis the company achieved a positive value of Rp 806.935.675, then PT Chabi Yam Yam achieved a PI score of 1,12 which is greater than 1. For IRR the company achieved 15,22%, and the BEP analysis shows that PT Chabi Yam Yam’s sales is greater than the cost used. From these financial analysis results, it can be concluded that PT Chabi Yam Yam business is veasible to run.*