Abstract

This research is purpose to know the feasibility from technical aspect, marketing aspect, management aspect, and financial aspect, also the strategy used to develop. The research methods use descriptive method and types of research is case study using qualitative descriptive and quantitative descriptive analysis along SWOT analysis. The result of this study is that technical aspect has already efficient enough, management aspect is still modest, marketing aspect has a big opportunity, financial aspect factually has annually income Rp. 499.500.000,-, Revenue Cost Ratio 1,432, profit Rp. 131.853.750, profitability 43,20%, BEP sales 124.632.452, BEP unit 5.248 kilo or 10.496 fish. For long term financial feasibility, increases of re investasi Rp. 791.142.000, NPV Rp. 698.105.021, IRR 20%, Net B/C 1,79 and PP 6,7 years. Long term financial plan in bandeng enlargement business for 20 years earned value of NPV Rp. 6.459.291.887,- IRR 46%, Net-B/C 7,93 and PP 3,98 years. According of SWOT analysis, this business is in kuadran III which this business has a good market opportunity, but in the other side has an internal weakness. The conclusion of this study is that strategy on financial aspect has positive influence to increase profit and strategy used is minimalize internal weakness to grab market opportunities. It is suggest to this business to apply the strategy has been plan to increase production and growing better than before.