ABSTRACT

The Analyze Dairy Cattle Partnership in Integrated Industry of Milk
(Case Study at PT. XYZ)
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The objective of the research is to analyze dairy cattle partnership scheme between milk industry and farmers. The research covers feasibility study on the business, technical, and financial aspect. In determining the feasibility of the project, the underlying analysis is made based on two points of view, as follows: 1). Company's intention, including the continuity of raw material supply, and increasing cost efficiency; and 2). Farmer's intention covers the analysis of improvement on farmer's revenue. Method used in this research is descriptive method with case study analysis. Business and technical aspect analysis are made to determine the position of PT. XYZ in industry competition as well as to determine PT. XYZ competency. Financial aspect analysis is done based on investment criterion for PT. XYZ and farmers, as well as assessment analysis to determine comparison between partnership scheme project and non-partnership scheme project. The result of the analysis indicates that partnership scheme project of PT. XYZ with farmers is feasible, the reason is that the project will provide satisfactory revenue for farmers as well as sufficient profit for PT. XYZ.