

ABSTRAK

PERENCANAAN BISNIS STROBERI PREMIUM LOKAL MY BERRY FARM

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Indonesia mengalami peningkatan impor produk hortikultura, khususnya buah premium dikarenakan produksi buah-buahan dalam negeri menurun dan tidak bisa memenuhi permintaan pasar yang tinggi. Salah satu buah subtropis yang berkurang produksinya adalah stroberi. Hal ini diakibatkan oleh adanya penurunan lahan pertanian stroberi. Setiap tahunnya Indonesia mengimpor stroberi premium dari beberapa Negara, seperti; Korea Selatan, Amerika Serikat, dan Australia. Industri agribisnis stroberi ini memiliki peluang yang cukup baik jika dilihat dari tingkat persaingan (kompetitor), kekuatan pendatang baru, pemasok, konsumen, dan produk pengganti/substitusi. Stroberi merupakan salah satu buah yang memiliki nilai ekonomis tinggi. My Berry Farm melihat peluang bisnis stroberi lokal premium. Dengan ketersediaan stroberi premium lokal di Indonesia terbatas namun peminat stroberi premium yang tinggi, maka My Berry Farm berencana untuk membudidayakan stroberi lokal kualitas unggul yang mampu bersaing dengan stroberi kualitas impor. Kajian peluang bisnis dan kelayakan usaha agribisnis My Berry Farm ini berdasarkan pada aspek-aspek kewirausahaan Timmons Model. Perencanaan usaha dinilai berdasarkan kriteria investasi *Net Present Value*, *EBIT*, *Break Event point*, dan *Net Profit Margin*. Dengan perencanaan bisnis berdasarkan aspek *finance*, *marketing*, *operation*, dan *human research management* menunjukkan bahwa My Berry Farm berpotensi tinggi dengan tingkat pertumbuhan pasar yang terus berkembang. Perencanaan bisnis My Berry Farm ini layak untuk dilaksanakan karena dapat memberikan keuntungan dengan potensi yang cukup tinggi.

Kata Kunci: Perencanaan Bisnis, Agribisnis, Usaha Stroberi Premium

ABSTRACT

BUSINESS PLAN OF LOCAL PREMIUM STRAWBERRY OF MY BERRY FARM

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Indonesia faced an increase in horticulture import products, mainly premium fruits. It was due to the fact that the production of local fruits was on the decline and it led to inability to meet the market demand. One of the subtropical fruits that had low production was strawberry. This was mainly caused by the reduction of strawberry farm. Each year, Indonesia imported premium strawberry to several countries, such as South Korea, United States, and Australia. The agribusiness industry had a decent opportunity when it came down to the level of competition, the strength of newcomers, suppliers, consumers, and substitute products. Strawberry is one of the fruits that has high economical value. My Berry Farm saw this as business opportunity of premium local strawberry. Due to the limited stock of premium local strawberry in Indonesia and the high demand, My Berry Farm planned to cultivate the local strawberry with high quality that could compete with import quality strawberries. The study of business opportunity and properness of agribusiness industry My Berry Farm was based on entrepreneurship aspects of Timmons Model. The business plan was valued based on investment criteria of Net Present Value, EBIT, Break Event Point, and Net Profit Margin. A business plan that was based on several aspects such as finance, marketing, operation, and human research management showed that My Berry Farm had the potential with the level of a developed market growth. The business plan of My Berry Farm was reasonable to be implemented because it could be highly profitable.

Keywords: Business Plan, Agribusiness, Premium Strawberry Entrepreneurship