

EXECUTIVE SUMMARY  
GARUT SHEEP FARM BUSINESS PLAN  
(PRESIDENT'S SHEEP HERD)

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Sheep and goats have an important role in various aspects of people's lives. As a food source, lamb and goat meat are alternative sources of animal protein. Garut Regency has very good livestock potential. The superior products of livestock in Garut Regency are Sheep and Goats. The area of grazing land in Garut Regency is approximately 2,651.65 Ha which produces animal feed production of 93,187.08 tons, so that the productivity of grazing land in producing feed is 28.29 Tons / Ha. Livestock is one part of the agricultural sector. Generally, sheep farming in Indonesia is in the form of small holders, where livestock business is only a side business in addition to agriculture. Sheep is one of the potential livestock to be developed. The President's Sheep Padepokan or more popularly known as the President's PDP is a business in the livestock sector located in Belendung Village, Nyalindung Village, Cisewu District, Kab. Garut. The study of the business plan and feasibility of the President's PDP sheep farming business is based on entrepreneurial aspects. The business plan is assessed based on the investment criteria of Net Present Value, EBIT, Break Event Point, and Net Profit Margin. With business planning based on aspects of finance, marketing, operations, and human research management, it shows that the President's PDP has high potential with a growing market growth rate. The business plan of the President's Sheep Padepokan is feasible because it can provide high potential with profitable business development.

Keywords: business planning, garut sheep farm, president's sheep hermitage