



BUSINESS PLAN ANALYSIS OF GOAT FARMING IN AL-AMIN LIVING LAB AND INDUSTRIAL PARK

Hidayati Purnama Lubis¹, Purwo Siswoyo², Dewi Mahrani Rangky³, Reka Meina⁴

^{1,2,3,4}Universitas Pembangunan Panca Budi
Email: hidayati@dosen.pancabudi.ac.id¹

Abstract:

The purpose of this research is to study and analyze the business plan for goat farming in the Al-Amin Living Lab and Industrial Park area in Kutalimbaru District, Sampe Cita Village. This type of research is descriptive qualitative research with a literature study research method through literature studies sourced from journals of previous research results. The results of this research explain that the business plan needs to be developed to educate the local community on how to start a new goat farming business to improve the standard and quality of life of the community in terms of the economy. In addition, the business plan aims to create a sustainable competitive advantage by maximizing market profits to achieve above-average business profits.

Keywords: *Business Plan, Goat Farming, Strategy.*

INTRODUCTION

The livestock sector is a part of agriculture that has an important role, livestock development is one part of agricultural development that supports the provision of nutritious and highly competitive food of livestock origin, as well as creating jobs in the livestock agribusiness sector. The livestock sector development program is directed to be able to increase the livestock population, increase livestock production, produce superior products that can compete from within and outside the country (export commodities), improve the image of breeders, and create jobs, especially for the local community, all of which are aimed at increasing the income and welfare of breeders and society in general, the livestock sector is a business that includes the raising of livestock and poultry to be developed or taken as a result (Saputra, 2021).

Some types of livestock for animals include cows, buffaloes, goats, sheep, native chickens, and others. Goats are small farm animals that have many uses and benefits, besides being able to produce meat to meet the needs of animal protein for the community, other products can also be utilized by the commodities produced by these livestock.

Goat meat is a rich source of animal protein and nutrients, it also contains high-quality protein, is low in saturated fat, and is rich in iron (Efendi, 2019). Goat milk also has significant health benefits with a nutritional composition similar to human mother's milk, making it easier to digest for some people who have difficulty digesting cow's milk. Goatskin has economic value as a raw material for making items such as shoes, bags, clothes, and other

accessories (Rangkuty et al., 2022). Fertilizer from goat manure can be used as a good organic fertilizer for agriculture to improve soil fertility and plant growth. In addition, the demand for goat meat in the community also continues to increase every year (Zervas & Tsiplakou, 2013).

A business plan is a detailed description of a proposed business, including some description of what it intends to attract, what kind of customers it intends to target, the competition it faces, and the facilities required for production. Then, the type of customer is not only for business people/self-employed (Nasution et al., 2020). But also for investors or creditors who may provide financial support. Entrepreneurs usually provide their plans to investors who may be interested as part-owners of the business. They also provide their plans to creditors (such as commercial banks) who may provide business loans (Putra, 2021).

The purpose of developing a strategic plan is to create a competitive advantage, which is a set of factors that differentiates a company from its competitors and gives it a unique position in the market so that it outperforms competitors (Sari, et al., 2021). From a strategic perspective, the key to the success of a company's business is to build and develop a continuous advantage, to create competitors. Companies that have a competitive advantage can become the market and achieve above-average operating profits (Hery, 2018).

This research focuses on Sampe Cita Village, which is one of the villages in Kutalimbaru Sub-district, Deli Serdang Regency, North Sumatra Province. Administratively, the village is located on the border of Medan City and Deli Serdang Regency. Kutalimbaru Sub-district is included in the area of Deli Serdang Regency, North Sumatra Province. The natural conditions of Kutalimbaru Sub-district generally have 2 (Two) Climate seasons, namely the dry season and the rainy season, where both climates are influenced by sea breezes and mountain breezes. Sampe Cita Village has a population of ± 2888 people, consisting of various cultural tribes, such as Batak, Karo, Javanese, Mandailing, etc.



Figure 1. Map of Kutalimbaru Sub-district, Deli Serdang Regency

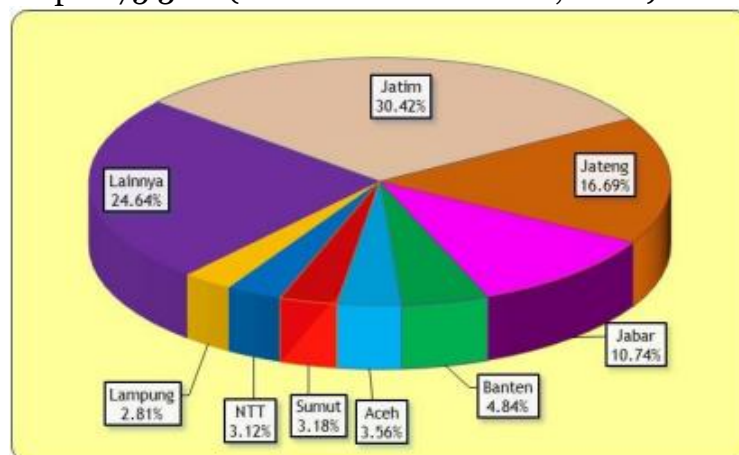
Based on this, researchers analyzed the business plan for goat farming in the Al-Amin Living Lab and Industrial Park area located in Kutalimbaru District, Sampe Cita Village. thus the business plan needs to be developed to educate the local community on how to start a new goat farming business to improve the standard and quality of life of the community in terms of the economy.

RESEARCH METHODS

This type of research is descriptive qualitative research with a literature study research method through literature studies sourced from journals of previous research results (Kurniawan, 2014) related to the title, also through access to data obtained from the website as an information publication. Qualitative descriptive research can be interpreted as the researcher is the key instrument where data collection techniques are carried out by combining and analyzing data inductively (Sugiyono, 2012) to produce and process descriptive data such as narrating the results of interviews and or observations.

RESULTS AND DISCUSSION

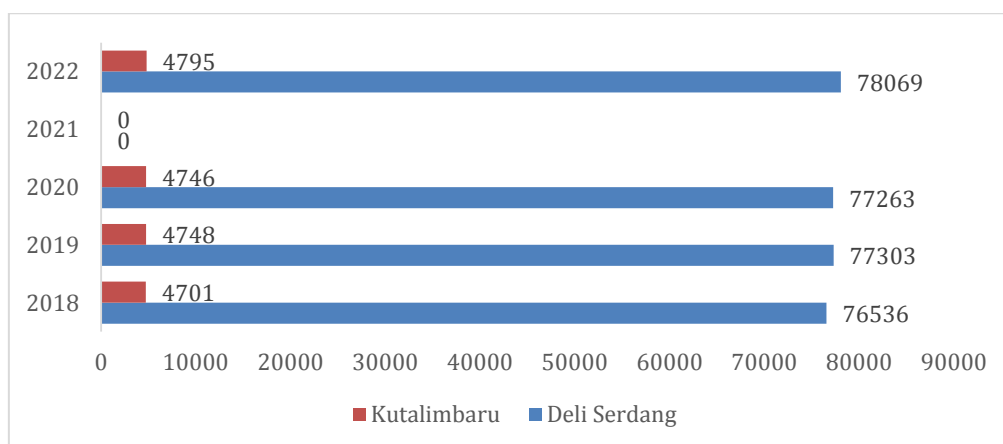
According to the Directorate General of Animal Husbandry and Animal Health, the main centers for goat and sheep meat production in Indonesia are in 8 (eight) provinces namely East Java, Central Java, West Java, Banten, Aceh, Lampung, North Sumatra, and East Nusa Tenggara which provide a cumulative contribution of up to 75.36% (Kementrian Pertanian, 2020).



Source: (Kementrian Pertanian, 2020)

Figure 2. Contribution of Goat and Sheep Meat Production in Several Central Provinces in Indonesia 2016-2020

The following is the development of goat meat production in North Sumatra and Deli Serdang Regency according to data from the Central Bureau of Statistics of North Sumatra Province in 2023.



Source: (Badan Pusat Statistik Provinsi Sumatera Utara, 2023; BPS Kabupaten Deli Serdang, 2023)

Figure 3. Development of Goat Meat Production in Deli Serdang Regency and Kutalimbaru Sub-district in 2020 to 2022

Information from Figure 3 states that over the past 5 years, there has been a downward trend in goat meat production in North Sumatra province and Deli Serdang Regency is one of the contributors to meat production in North Sumatra. It is possible that goat meat is not the main side dish consumed daily by the community, the high price also causes the demand for goat meat to decline.

The purpose of developing a strategic plan is to create a competitive advantage, which is a set of factors that differentiate a company from its competitors and give it a unique position in the market so that it outperforms competitors (Rusiadi et al, 2024). From a strategic perspective, the key to the success of a company's business is to build and develop excellence continuously, to create competitors. Companies that have a competitive advantage can become the market and achieve above-average operating profits (Hery, 2018).

The key to success lies in how to build a sustainable competitive advantage. In the long run, a company can achieve its sustainable competitive advantage through its ability to develop a set of core competencies, where the company can serve its customers better than its competitors.

CONCLUSION

The business plan urgently needs to be developed to educate the local community on how to start a new goat farming business to improve the standard and quality of life of the community in terms of the economy. In addition, the business plan aims to create a sustainable competitive advantage by maximizing market profits to achieve above-average business profits.

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