

## **ABSTRACT**

*Maya Rolet is one of the breeding company of laying hens in the area of Yogyakarta. Established since mid 2015 with the number of 1.600 hens. Maya Rolet is often unable to meet market demand that is much higher than the company's production capacity. Therefore Maya Rolet wants to expand its business by increasing the number of hens as much as 2.000 and open a sales shop. Prior to implementation, Maya Rolet's business development plan requires analysis to determine the feasibility of the business development plan. The analysis feasibility calculations performed include market aspects, technical aspects, legal aspects, environmental aspects, and financial aspects. After calculation of profit and loss, cash flow and balance sheet then Maya Rolet business development plan is declared feasible with NPV Rp168.924.611 bigger than 0 at the end of year fifth, IRR equal to 32,51% bigger than MARR that is 12%, and PBP 3,152 year. From the sensitivity analysis done on raw material cost, selling price and labor cost, it is known that the factor that most influence the business feasibility is the decrease of selling price of the product. The business development plan becomes not feasible when the selling price of the product decreases by 9%.*

*Keywords: NPV, IRR, PBP, Maya Rolet, Laying Hens*