

LIST OF TABLES

Table I.1 the number of cattle slaughtered reported	1
Table I.2 Indonesian vegetable productivity levels in the period 2008-2012	1
Table I.3 Numbers of entrepreneur for agribusiness sector in West Java.....	2
Table IV.1 Questionnaire Design.....	25
Table IV.2 Calculation of Validity Test.....	28
Table IV.3 Calculation of Reliability Test.....	28
Table IV.4 Market characteristics based on the respondent ages	29
Table IV.5 Market Characteristics based on the respondents occupations.....	29
Table IV.6 Market characteristics based on respondents' income in a month.....	29
Table IV.7 Market characteristics based on the respondents shopping frequency for kitchen needs in a week.....	30
Table IV.8 Market characteristics based on respondents shopping expenditure for kitchen needs in one purchase.....	30
Table IV.9 Number of household head in Bandung Districts.....	31
Table IV.10 Projection of Estimated Demand	32
Table IV.11 Kitchen Needs Products of Abo Farm	32
Table IV.12 Demand for Every Item Product	33
Table IV.13 Product Selling Price / Unit	34
Table IV.14 Human Resources Specification	36