



Penyusunan Bisnis Pakan

Cuk Tri Noviandi, S.Pt., M.Anim.St., Ph.D.

Laboratorium Teknologi Makanan Ternak
Fakultas Peternakan UGM



Latar Belakang





Key Points



Capital investment



Formulasi pakan



Distribusi pakan



Manajemen Industri Pakan

CAPITAL INVESTMENT



Mengapa mahal?

- **Peralatan** pabrik: bagging equipment, *boilers*, *computer process control*, *conveyors*, *mixers*, *dryers*, timbangan, *extruder*, dan *grinder*.
- **Teknologi** komputer.
- Kendaraan untuk **transportasi** bahan pakan dan pakan jadi.
- Investasi **bahan pakan**:
 - Fluktuasi harga
 - Kontrak pembelian bahan pakan.

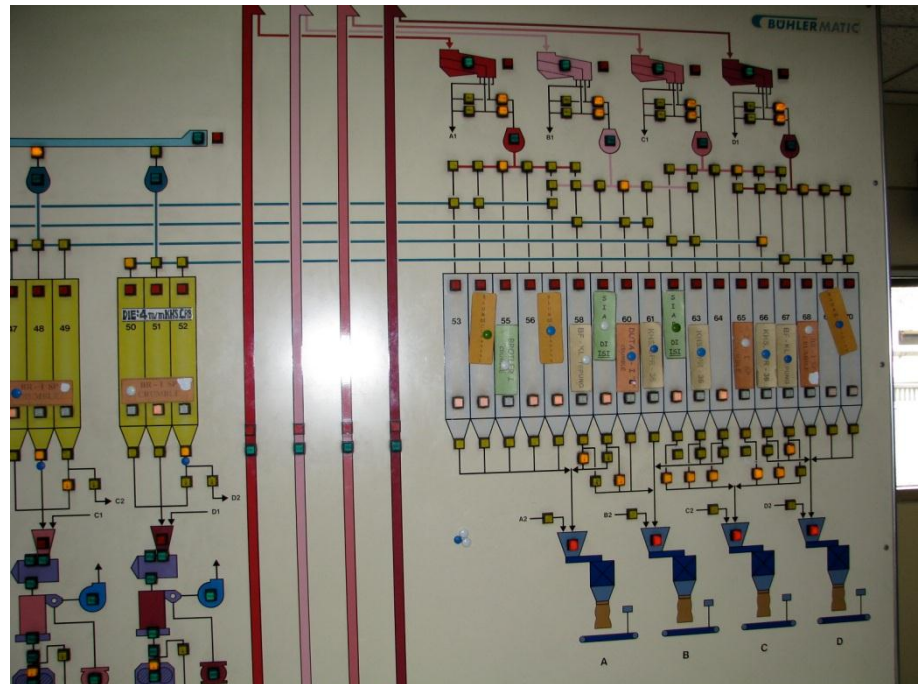
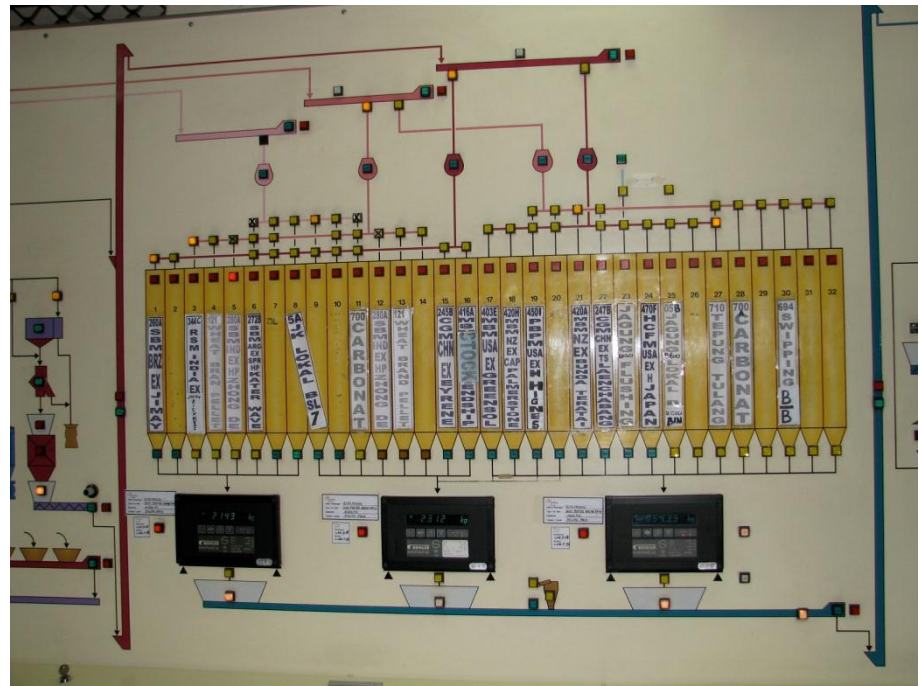


Peralatan Feedmill

**DENAH LOKASI
DEPARTEMEN PRODUKSI
MESIN BUHLER**

LANTAI	KETER.	LANTAI	KETER.
G	BASEMANT / TANGKI P.O / TETES	5	HAMMER MILL
1	BAGGING OFF / MIXER / COOLER PRESS	6	SCALE PREMIX / THROW SIEVE
2	PANEL PROSES	7	INTAKE PREMIX / FAN
3	PELLETING PRESS / SCREW CONVEYOR	8	ROTARY DISTRIBUTOR / PELLET SIEVE / FAN
4	HAND ADD ATAS / DRUM SIEVE	9	HOIST/CRANE HEAD ELEVATOR

Control Panel



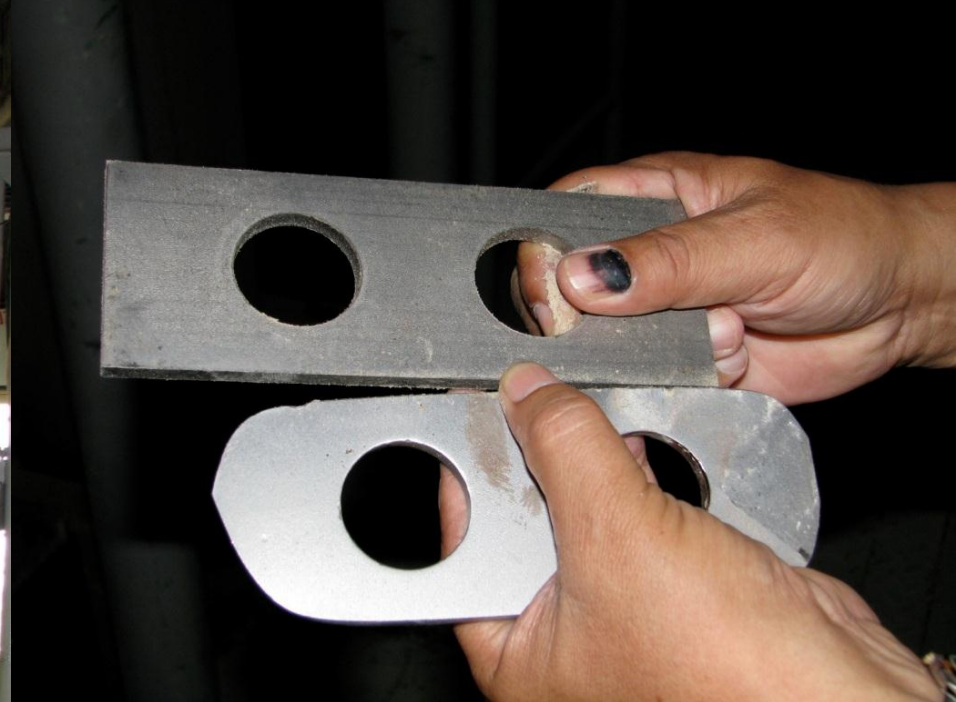
Silo, Transportasi



Inlet



Hammer mill



Pelletizer



Bagging machine



Sewing machine



Conveyor, forklift





Manajemen Industri Pakan

FORMULASI PAKAN



Macam Pakan Jadi

Tujuan pemberian ke ternak

Pakan komplit

Konsentrat

Bentuk pakan

Mesh

Crumble

Pellet





Contoh pakan bentuk pellet





Syarat Pakan Jadi

Kebutuhan nutrisi:

Energi

Protein

Serat

Vitamin

Harga kompetitif



Linear program software



Animal nutritionists



Manajemen Industri Pakan

DISTRIBUSI PAKAN



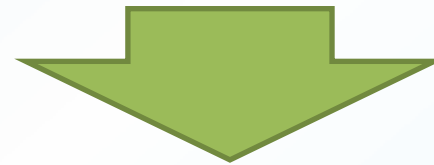
Target distribusi

Peternak

- Perah
- Potong
- Unggas
- Babi

Retailer

- *Poultry shop*
- Koperasi
- Kelompok ternak



Harga ↑



Packaging



Where & how to start?

- Regional issues
- Animal feed industry growth models
- Creating a first-rate animal feed company business plan
- Take a look at competitors
- Learn from others who are already in this space
- Guidelines for an animal feed business acquisition
- Explore franchising options