

A Study on the Success of Beef Production Business Managed By Mr. H. Asyari A. Karim

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Abstract—This study aims at perceiving strategies of success in beef production business managed by Mr. H. Asyari A. Karim; knowing what the factors of success are; and finding the attained components of success in beef production business. This research uses qualitative method. Data collection techniques use observation, interview and documentation. The result of this research indicates that in order to achieve success in the business, Mr. H. Asyari A. Karim establishes some strategies: 1) Capital investment, 2) Quality control, 3) respecting the customers and maintaining marketability, and 4) good marketing. There are various influential factors in attaining the success in this business; they are family, employees, patience, hard-work, and risk-taking mindset. Success in this business brings forth some components, including employee expansion, improving family and employees' welfare, and customer and business colleague expansion.

Keywords— Study, strategy, success, beef, production, business, H. Asyari A. Karim.

I. INTRODUCTION

Beef production business and its economic prospect is still relatively uncommon business today, whereas this business starts off with relatively small capital, but usually generates high profit. Beef production business is indeed a very profitable business. If the business is equipped by good management and good business planning, this business carries out very promising revenue.

This business is potential, considering the fact that it has a very high market demand. It goes in line with the gaining of purchasing power, and people's awareness in consuming healthier food.

Livestock business is generally aimed at meeting people's need in animal protein with good quality. At the same time, it also aimed at providing raw materials in livestock industries and trading livestock-related materials (Nicolas Butarbutar, 2014).

This business is initiated and managed by Mr. H. Asyari A. Karim, as the actor and capital owner, in Ende Regency, especially in Mbongawani traditional market. He started the business since 1960 and continues until today. In earlier days he was not even unemployed; he was a civil servant serving as a teacher in an elementary school in Ende. He was struggling financially as a teacher at the time, because he would only get his payment in a period of five or six months, if only he asked for it. Realizing how difficult the stance was, Mr. Karim changed his mind and looked for an opportunity that would help him to meet his family's need. He opted to become an employee of a beef production company, owned by a man by the name Mr. Ba'a. His new job led him to let go of his job as

a teacher, because his income in the business was higher than what he got from his former job (H. Asyari Karim, 2017).

The business developed each coming year. With more and more beef to be produced daily, and with higher market demands, the business needed more employees. Mr. Karim's hard work brought about satisfactory result. With this business, he managed to meet his family needs as well as send his children to school, and today all of his children are able to stand on their own feet. The beef production business that he runs also delivers many job opportunities for local people. His employees are also able to find success in life.

Mr. Karim's business inspires and motivates his community to never feel tired and to keep on working to get success. Some people might believe that every business will be successful, and that could be both right and wrong. There are people in this business who find success, but there are also people in this business who are not as fortunate, some them failed even before they started, while others lost the battle before success. Then, why it is opted for Mr. Karim's business? This is because Mr. Karim is determined to success. There was a moment in his life between 1960 and 1970 where he had to walk for 50 km just to purchase a cow, and he did it among the danger he might find on the way. There is an interesting story behind the success where he would travel through the sea whenever he tried to mobilize a cow. He would use a small boat from places outside Ende to carry cows back to Ende, where he resides.

Considering the mentioned facts, the researcher is eager, motivated, and determined to design an academic research entitled, "The study of success in Beef Production Business managed by Mr. H. Asyari A Karim in Ende, Flores, East Nusa Tenggara."

II. LITERATURE REVIEW

This study employs the theory of entrepreneurial opportunity. According to Robbin and Coulter, entrepreneurial opportunity is a process involving an individual or a team of individuals which utilizes certain enterprises or mediums to create certain growing value, in order to meet the needs without consideration for any applied resources. Furthermore, according to Arif F. Hadipranata, entrepreneurial opportunity is a risk one needs to face or take to manage and organize everything that is financially-related. (Harmaizar, 2008). Thus, the relationship between the theory and this study in which the effort of human, either as individual or as a team in order to meet the needs by working shows that economic factor affects human's life.