ABSTRACT

Enterprise Development Strategies Analysis of Pecel Lele Stall in Bogor

Zaenal Abidin

The purpose of this study are (a) analyze the internal-external factors affecting the development of any pecel lele stall in Bogor, (b) specify an alternative strategy of enterprise development for pecel lele stall in Bogor and (c) determine the priority of enterprise development strategy for pecel lele stall in Bogor. Descriptive analysis is used in this study. Analysis tools that are used are descriptive analysis, validity and reliability analysis, IPA, IFE, EFE, SWOT, and QSPM Matrix. Strategy alternatives that are generated using SWOT analysis are (1) pecel lele enterprise zone area development strategy, (2) production skill of processed catfish-based products enhancement strategy, (3) partnership enhancement strategy, (4) establishment of special catfish value chain studies/unit strategy, (5) management of catfish raw materials stocks enhancing strategy, (6) management of the pecel lele enterprise data collection as the policy base of development decision strategy, (7) pecel lele image enhancement strategy, and (8) managerial skills and access financing enhancement strategy. The largest strategy priority with Total Attractiveness Score is the data collection management of pecel lele stall enhancement strategy as the policy base of pecel lele enterprise development by the Office of Cooperative and Micro, Small and Medium Enterprises (KKUMKM) Bogor City.