ABSTRACT

Value Chain Analysis in Dairy Industry Cisarua Mountain Dairy
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The purpose of this study are to (a) map value chain of Cimory, (b) analyze value chain governance in Cimory, (c) identify the barriers in Cimory value chain, (d) analyze production efficiency in Cimory supplier, and (e) identify the best strategy to upgrade the value chain. This research uses descriptive method that use value chain analysis, value chain governance analysis, identify the barrier, efficiency production, and upgrading strategy. Based on value chain analysis, there are six actors in the whole Cimory value chain: KUD Giri Tani and KUD Cipanas as a dairy supplier, Kiva Citra as a sugar supplier, Inopec as a bottle supplier, Cimory, Macrosentra Niagaboga as a main distributor, resto Cimory, Giant, Indomaret, Alfamart, Home Delivery, and Cimory agent. The relationship between Cimory and main supplier is captive, Cimory and secondary supplier is modular, and Cimory distributor is modular. The results of identification barriers shows that almost all the barriers comes from the main suppliers. The results of efficiency production show only working hour that doesn’t have positive effect for production. The priority strategy from upgrading analysis is improving quality of fresh milk that supplied to Cimory.