ABSTRACT

ANALISIS STRATEGI BERSAING
PADA RANTAI NILAI AYAM RAS PEDAGING
PT. CIOMAS ADISATWA REGION JAWA BARAT UNIT BOGOR

The objective of this research are to (1) map broiler value chain at PT. Ciomas Adisatwa Region Jawa Barat Unit Bogor (PTCA); (2) analyze gross margin at broiler value chain PTCA; (3) identify internal and external factor of PTCA, and (4) formulate strategy to increase competitiveness of PTCA.

From mapping value chain PTCA as group of Japfa get feed, DOC, and vaccine from Japfacomfeed, Multibreeder Adirama, and Vaksindo, and distributed to plasma farm. Commercial Farm output will be distributed by RPA and collector in livebirds condition. Collector will send to traditional market and RPA distribute to supermarket restaurant and traditional market. Distribution grouped into 3 path (1) PTCA (13%) - Kolektor (9%) - RPA (12%) - Distributor (7%) - konsumen, (2) PTCA (13%) - RPA (23%) - Distributor (7%) - konsumen, (3) PTCA (13%) - kolektor (9%) - distributor (7%) - konsumen.

Based on internal dan external faktor consider the company are (1) support from group like feed, DOC, vaccine (2) purchasing power (3) qualified human resource in poultry (4) processed products (5) market increasingly (6) customer not RPA (7) new technology in (8) population (9) price of input increasing (10) customer preference.

Result of this research, strategy for increasing competitiveness (1) optimization (2) quality of product (3) campaign (4) quality system implementation (5) biosecurity (6) implementation closed shed.

Keywords: Value Chain, Competitiveness, Broiler, PT Ciomas Adisatwa, Gross Margin, SWOT Analysis, AHP