ABSTRACT

Value Chain and Competitive Advantage Analysis of Agribusiness Broiler in Kabupaten Bogor
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The objectives of this research are to (1) analyze broiler value chain; (2) analyze determinant of broiler competitive advantage; (3) analyze strategy for upgrading the competitive advantage of broiler. This research uses descriptive method based on case study on broiler value chain in Kabupaten Bogor. This research was conducted using value chain analysis and diamond Porter Model. After that, the upgrading of value chain was used to upgrade broiler competitive advantage. Based on value chain analysis, the actors of broiler value chain in Kabupaten Bogor are supplier (DOC, feed, animals medicine, and poultry equipments), farmer, intermediaries, slaughterhouse, and processor. From diamond porter model, the most determinants factors are: 1) human resources, 2) domestic supplier ability, 3) variety of domestic demand, 4) competitive level of broiler industry, 5) government policies in poultry, 6) entrepreneurship of broiler actors.

From the result of overall analysis, the recomended upgrading strategy which are: 1) improving the quality of broiler through good breeding management, 2) product development with the specific market segment, 3) development of information system for pricing and marketing, 4) development of the fair and profitable partnership, 5) improving the quality of human resources, 6) development of entrepreneurship for broiler farmer, 7) development of broiler cluster in Kabupaten Bogor, 8) vertical integration of agribusiness broiler in one region, 9) development of policy for broiler farming, 10) development of marketing channel, and 11) protection from unfair competition practices.

Keywords: Value Chain, Competitive Advantage, Upgrading Strategy, Broiler, Kabupaten Bogor