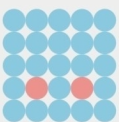




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Program Pascasarjana Manajemen dan Bisnis
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Strategy of Development of Effort Ranch of Beef cattle in PT Andini Persada Sejahtera Chinta Satyaning Nugraha

The Purpose of this Research shall be as follows: (1) Identifying and specifying element from : (a) factor, (b) the actor, (c) the purpose, and (d) alternative of strategy influencing in development of effort ranch of beef cattle in PT Andini Persada Sejahtera, (2) Specifying priority of strategy in development of effort ranch of beef cattle in Secure PT Andini Persada Sejahtera. This Research is executed in PT Andini Persada and conducted during three months that is start from September until November 2009. For choosing of strategy of development, this research by using SWOT, FGD and AHP. Element in hierarchy of strategy of development of effort beef cattle in PT Andini Persada Sejahtera are indicated that element of factor us consist of : (1) Capital factor availability, (2) Factor of seed beef cattle, (3) The market factor of opportunity, (4) factor of human resource and (5) facility factors. For element of actor consisted of : (1) management of PT Andini Persada Sejahtera, (2) banking (3) customer, (4) importing. Element of target that consist of : (1) catching opportunity of market in industry of beef cattle, (2) adding scale of effort and produce beef cattle, and (3) opening opportunity work and effort for the alternative strategy of that's element is consist of : (1) improving marketing and distribution with opportunity of existing market, (2) improving to access to capital institute/ defrayal (banking), and (3) improving ability of management as perpetrator of effort agribisnis of beef cattle.

Keyword : Strategy, Effort Ranch, Beef Cattle, Analyse SWOT, FGD and AHP

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