ABSTRACT

Value Chain Analysis of Broiler to Increase Competitiveness
(Case Study at PT Charoen Pokphand Indonesia, Tbk)

The objective of this research are to (1) map value chain in broiler at PT Charoen Pokphand Indonesia, Tbk; (2) analyze value chain governance in broiler at PT Charoen Pokphand Indonesia, Tbk; (3) analyze margin of marketing at broiler industry both of on farm or off farm; (3) analyze gap of PT Charoen Pokphand Indonesia, Tbk’s products based expectation and performa consumer (farmer); (4) recognize factors that influencing competitiveness in broiler industry; and (5) to formulate strategy to value chain upgrading at PT Charoen Pokphand Indonesia, Tbk to increase competitiveness of broiler.

According to value chain analysis, role of PT Charoen Pokphand Indonesia, Tbk in this value chain is biggest. All poultry input (DOC, feed, animals medicine, and poultry equipments) supply from PT Charoen Pokphand Indonesia, Tbk. At downstream, PT Charoen Pokphand Indonesia, Tbk process to broiler derivative. It’s distribute to end user through minimarket and supermarket. Type of value chain governance between feed, DOC, and animals medicine supplier, poultry equipment, and poultry derivate is market value chain. While type of value chain governance between carcass supplier and restaurant is captive value chain. Base on margin of marketing analyzing, the actor that get lowest margin is farmer (Rp 642,44/kg live bird) and the actor that get highest margin is processor (Rp 3,741/kg broiler derivate). From gap analyzing, average of gap between expectation and performa Charoen pokphand Group Indonesia’ products is 73,77%. The lowest attribute is competitive cost feed (63,18%) and higher attribute is animal medicine payment at 2 month (88,14%). While, the factors that influencing competitiveness in poultry industry is condition factors, demand factors, industry competition, related industries and supporting industries, and government’s role.

Based on the result of this research, I suggest the actor that involve in PT Charoen Pokphand Indonesia, Tbk’s value chain to product, process, functional, and channel upgrading.

Keywords: Value Chain, Competitiveness, Broiler, PT Charoen Pokphand Indonesia, Tbk, Margin of Marketing Analysis, Gap Analysis, SWOT Analysis
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