This research was conducted to formulate the strategies for the increasing of sheep production at CV Mitra Tani Farm, Ciampea Bogor. The research was conducted by using descriptive analysis by analyzing the problem of researched object. Primary data and secondary data were gathered at this research. The research was also conducted by using several analytical methods such as value chain mapping, IFE and EFE matrix, SWOT and QSPM. In addition, possible gross profit margin was also calculated if the company increases the sales of sheep. Based on the value chain analysis, the current production of sheep at MT farm is highly depended on the supply from its partners and internal farmers. According to the IFE and EFE results, the difference of its weighted value was respectively 2.120 and 0.686. Based on these values, the position of company at SWOT matrix was situated at quadrant I that the company needs to use a growth strategy. The strategy priority sequences which based on the QSPM are (1) increasing the number of lambs, (2) developing the management, (3) strengthening the capital and ownership, (4) improving the quality through technology. Based on the result of gross profit margin calculation, possible annual profit that can be earned by MT farm if sheep sales increase up to 1000 sheeps per month is 40.34 percent of the total production.

Keyword: MT Farm, sheep production, strategy, SWOT, QSPM, gross profit margin