SUMMARY

TRI KISOWO JUMINO. Business Model Analysis of Poultry Slaughterhouse (RPU) PT Matahari Abadi Panganindo. Supervised by ARIEF DARYANTO and ARIF SATRIA.

Business model planning is one on the determining factors of productivity, efficiency, and profitability of poultry slaughterhouse (RPU). Sale, production, distribution, administration, raw material supply, and infrastructure are essential elements in operational activities. The harmony of those elements determines the success of RPU business. The discrepancy between the elements will make RPU inefficient, so that a study concerning business model planning that can describe a harmonious operational activities to achieve efficiency and profitability is needed.

This study applied descriptive qualitative method which gives description upon an event or phenomenon in certain place using nine elements of Business Model Canvas in RPU PT Matahari Abadi Panganindo (RPU MAPAN). The analysis was conducted by observing internal and external environment (IFE and EFE). The external and internal factors observed were then analyzed using Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis on the nine elements of BMC. Quantitative Strategic Planning Matrix (QSPM) was also carried out to determine the priority strategy. After the strategy formulation was made, the new BMC was created to be implemented by the company.

IFE and EFE result showed the value of 3.050 and 3.280 respectively which indicated that RPU MAPAN existed in quadrant I, namely growth and build position. The applicable strategies were intensive and integrative strategy. QSPM analysis result showed that the strategy in key resources element (average total attractiveness score of 5.83) and customer segments element (average total attractiveness score of 5.71) were the dominant factors. The forward integrative strategies that can be applied is developing integrated retail distribution chain and strengthen the existing integrated processing industry. Meanwhile, the backward integrative strategies that can be applied are establishing contract manufacturing with other slaughterhouses and develop chicken farm. In addition, the development strategy of new, large capacity, and modern RPU, capacity improvement of production and frozen product storage, and human resource development are the intensive strategies that can be implemented.

Keywords: Business Model Canvas, Poultry slaughterhouse, QSPM, SWOT