SUMMARY

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Agribusiness Development Station (ADS) IPB is one of the agribusiness companies that sells organic vegetables as one of their main traded commodities. ADS IPB has a high daily demand, but limited production area caused low production capacity and weak farmer partnership system make the company unable to reach market demand. ADS IPB as one of IPB's business units should be able to become an agribusiness industry leader in their region. ADS IPB should improve its performance in order to grow their business.

This study aims is 1) Identify the performance achieved by ADS IPB to develop organic vegetables business 2) Analyze the internal and external factors that affect the development of organic vegetables business in ADS IPB 3) Analyze and formulating some alternative agribusiness strategies to develop of organic vegetables business 4) Analyze and selected strategies to develop of organic vegetables business in ADS IPB and formulated its improvement suggestions. Descriptive method used to identify performance, Internal Factor Evaluation (IFE) Matrix and External Factor Evaluation (EFE) Matrix were used to analyze internal and external factors in ADS IPB, SWOT Matrix were used to create and define strategies to be implied and Architecture Strategic used as a process to implementation strategy.

The SWOT Matrix results in this study yielded 12 alternative strategies chosen as ADS IPB to develop organic vegetables business strategy. 12 alternative strategies are Providing farmers distribution channel facilities at ADS IPB; Recruiting partner farmers; Improving productivity and product quality; Improving the system of partnership with farmers on sanctions and violation of contract; Approaching and controlling regularly with partner farmers in the cultivation process; Performing analysis and strategic and competitive price; Enhancing the variety of commodities; Producing various kinds of processed organic vegetables; Innovating in product packaging; Providing certification administration fee; marketing and selling by online; Conducting consumers observation and analysis by cooperating with the supermarket and retail.

Through the Strategic Architecture, ADS IPB could enhance the company competitiveness and performance by creating an internal power company among the other competitors in the organic vegetables industry. Based on results of Architecture Strategic, the strategies for the next five years start from providing farmers distribution channel facilities at ADS IPB, approaching and controlling regularly with partner farmers in the cultivation process up to observation, analysis of consumers in cooperation with the supermarkets and retailers to increase market attractiveness and customer loyalty, and marketing and selling by online.

Keywords: ADS IPB, architecture strategic, EFE and IFE matrixs, organic, SWOT matrix