Strategy on Swiftlet's nest Agribusiness Development to Support Small Business in Kabupaten Bogor

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The objective of this study are to know the swiftlet's nest agribusiness development activities in Kabupaten Bogor and to identify the strategic factors in external and internal environment. Then to define the alternative strategy and recommend to institutions which plays role and involve in these agribusiness development activities. Study was conducted in five Kecamatan in Kabupaten Bogor area with stakeholders and experts as a responden. The sampling method in this study is “Snow Ball”, while for the analysis was used external factor evaluation (EFE) and internal factor evaluation (IFE), SWOT matrix and interpretative structural modelling (ISM). The results show a big potency to develop swiftlet's nest agribusiness in Kabupaten Bogor area. Based on evaluation of external and internal environment, we can define strategy alternative to implement, such as Strengths Opportunities (SO) strategy which covers production development and small swiftlet's nest agroindustries development. Strengths Threats (ST) strategy which covers technology and innovation development, and increasing of low and social responsibility. Weaknesses Opportunities (WO) strategy which covers defining and increasing institution service's functions and increasing the quality of small businessmen. Weaknesses Threats (WT) strategy is to construct investation environment which can support investors. The institutions which play an important role in swiftlet's nest agribusiness development are District of Livestock and fisheries services and association of swiftlet's nest businessmen, while the institution which have a big support to reach successfull in this agribusiness development are Dinas of Livestock and Fisheries, Dinas of Industrial and Trade, Cooperation and Small and Medium Business office, Agency of Regional Planning and Development (Bappeda) and Association of swiftlet's nest businessmen. Agribusiness team work from up-stream to down-stream and well function on supporting services are the most important matter to achieve the goal effectively and efficiently.