

ABSTRACT

This study aims to analyze the business development strategy of CV. Mukti Farm, Batang Regency. This study uses a qualitative descriptive method which is described systematically through a SWOT analysis approach. The determination of the SWOT analysis is based on structured interviews directly with the owners and employees of CV. Mukti Farm. Data analysis techniques were carried out qualitatively with four stages, namely: data collection, data reduction, data presentation, and verification. The research results prove that CV. Mukti Farm has a SW position of 1.57 and OT of 1.66. These results put the position of CV. Mukti Farm in quadrant 1 or supports an aggressive strategy to be able to develop and survive in an increasingly competitive environment. Based on the results of the SWOT analysis, the company has twelve priority strategies, namely: 1) Increasing the number of chickens and cages to meet consumer needs; 2) Improving the managerial system to be able to compete competitively; 3) Maintain and improve egg quality standards; 4) Improving technology-based livestock operations; 5) Management of feed independently; 6) Increase promotion through social media; 7) Expand distribution and marketing channels; 8) Increasing direct distribution to consumers; 9) Improving care for chickens by vaccinating them; 10) Conduct training to improve the quality of human resources; 11) Maintain relationships with customers; 12) Improving communication relations with suppliers.

Keywords: *CV. Mukti Farm; SWOT analysis; Strategy.*

