

ABSTRACT

FANI FADILAH FATUROHMAN. 2025, with the thesis title "*Strategy for Developing Livestock Business Chicken Egg at Fuji Mandiri Farm in Neglasari Village, Pamarican District, Ciamis Regency*" under the guidance of **Agus Yuniawan Isyanto and Anisa Puspitasari**

Fuji Mandiri Farm is relatively new in carrying out laying hen farming activities. There are 2 factors that can influence the development of Fuji Mandiri's laying hen business, namely internal factors which include strengths and weaknesses and external factors which include opportunities and threats. This study aims to 1) Analyze internal and external factors that can influence the development of Fuji Mandiri's laying hen farm. 3) To determine alternative strategies for developing Fuji Mandiri's laying hen farm in Neglasari Village, Pamarican District, Ciamis Regency. The method used is data collection through purposive sampling. The variables used in this study are laying hens, internal factors, external factors, IFAS, EFAS, competitors and consumers. To analyze the data using SWOT with IFAS Matrix to analyze internal factors and EFAS to analyze external factors. The results of the study obtained internal factors of strength (Strategic Location, Superior Quality of egg products, Having regular customers and Using private land), weaknesses (Still using factory feed, Fluctuation in chicken egg production, Not having a business license and limited capital). External factors include opportunities (government's National Land Agency (BPN) program, increasing market demand, large amounts of vacant land, proximity to shopping centers), and threats (rising feed prices, disease outbreaks, large volumes of chicken egg products imported from outside the region, and high costs for raising laying hens). The appropriate alternative strategy for Fuji Mandiri Farm is the S-O (Strength-Opportunity) strategy, which includes maintaining the quality of chicken egg products, expanding market share, and increasing the laying hen population.

Keywords: Alternative Strategy, EFAS, IFAS, Laying Hens, SWOT