

ABSTRACT

This final project is centered on the development of a business strategy for Healthyle, a fishing startup dedicated to supplying quality and hygienic catfish. Healthyle aims to alleviate consumer concerns about catfish quality through a rigorous certification process. The city of Bogor and its surroundings were selected as the target market due to the high demand for catfish in the area. In addition, the assignment explores various strategies to address potential business challenges that Healthyle may encounter. The ultimate goal of this assignment is to aid Healthyle in devising an effective business strategy, positioning it to potentially become a significant player in the catfish farming industry in Indonesia, particularly in and around Bogor.

The strategic analysis of a company involves assessing its internal and external environment. This includes evaluating internal factors such as strengths and weaknesses using the Internal Factor Analysis Summary (IFAS) and Value Chain analysis. External factors, including opportunities and threats, are assessed using the External Factor Analysis Summary (EFAS), PESTEL analysis, and Porter's Five Forces model. The Competitive Profile Matrix (CPM) compares the company's performance with its competitors, while the Strategic Factor Analysis Summary (SFAS) integrates findings from IFAS and EFAS. The SWOT analysis and TOWS Matrix further synthesize these factors to generate strategic options. Finally, the company selects a Generic Strategy that aligns with its competencies and market conditions. These tools collectively provide a robust framework for strategic analysis and decision-making, enabling the company to understand its position, make informed decisions, and formulate effective strategies for competitive advantage.

This research applied SWOT analysis to our organization in the Indonesian catfish industry. We identified strengths in innovation, product quality, and access to resources, but faced challenges in marketing and management. Despite competition and economic threats, opportunities exist to boost public confidence and market demand. Key factors influencing the industry include population size, economic growth, cultural preferences, technological innovation, and environmental conditions. Our main strengths are product innovation and quality, while weaknesses include low marketing capabilities and weak brand reputation. We've developed strategies to leverage strengths and opportunities, and address weaknesses and threats, aiming to maximize profits by selling high-quality, affordable products. This approach is expected to be profitable short-term and build a sustainable reputation long-term. The research offers insights into the industry's competitive dynamics and strategy formulation.

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