ABSTRACT

CV Septia Anugerah is one beef cattle company in Indonesia that can meet the need for beef cattle. In west java, beef marketing is mostly dominated by cattle companies or feedlots. They greatly help farmers with the marketing of their livestock and make it easy for the farmers to get cash money when they need it. Marketing the beef cattle through a marketing channel can make the commodity reach the consumers. Yet an inefficient or relatively long channel of marketing can cause loss for both breeders and consumers. The consumers would bear high cost of marketing, thus pay higher price; while the breeders would get lower income because of lower selling price as well. The resulted total scores for the matrix IFE and EFE were respectively 2,696 and 2,793 indicating that CV Septia Anugerah is in a stable position to respond to external situation and in average position to respond to its internal factors. The total score value of both IFE and EFE was to identify the position of CV Septia Anugerah. The matrix value of IE pointed to the middle cell position (V), i.e. growth/stable. The result of SWOT analysis was in the form of a formulated strategy, namely, the need for the implementation of a combination of the four marketing aspects (4Ps: products, price, place and promotion). The managerial implications of the aspects under the study can be grouped into four: (a) marketing, (b) financing, (c) production, and (d) human resource. Based on the calculation of QSP matrix, the most interesting strategy to apply is to expand the marketing network by penetrating the market with the highest value of attraction (4,949).

Keywords: cattle, managerial, marketing strategic.