

# **Marlin Fish Meat Floss Business Development Strategy at UD. Mimboku in Situbondo Regency**

**Fitria Ulfa**

Agroindustry Management Study Program  
Agribusiness Management Department

## **ABSTRACT**

Fish meat floss is a processed fishery product classified into agroindustry. Marlin fish meat floss is one of the processed products chosen using marlin fish as the raw material. Abon Ikan Marlin Boybon is the brand name chosen by UD. Mimboku. One of the industries producing marlin fish meat floss is UD. Mimboku established since 2003 but still facing problems in the seasonal raw material, lacking of business capital, and not able in producing massive product quantity, lacking of maximizing technology use in the marketing and financial. To know the business strategy at UD. Mimboku a research done about the fish meat floss business development strategy. This research was aimed to: (1) Identify the internal and external factors which become the strength, weakness, opportunity, and threat. (2) Know the suitable strategy in developing UD. Mimboku business. (3) Determine the business development strategy having the priority in developing UD. Mimboku business. The analysis tools used in this research were internal and external analysis, IFE and EFE Matrix, IE Matrix, SWOT Matrix, and QSPM Matrix. Based on the data processing the value obtained from IFE Matrix is 2,78, EFE Matrix is 2,92, the result from the position of company conditions or IE Matrix is at the cell 5 showing that the company condition is detained and guarded then mapped in SWOT Matrix to obtain strategies. QSPM Matrix result TAS score obtained is 3,67 with the highest score in fixing production management using the good relation with the marlin fish supplier to fulfill the increasing demand.

**Key Words:** Fish Meat Floss, Marlin Fish Meat Floss, UD. Mimboku, SWOT, QSPM