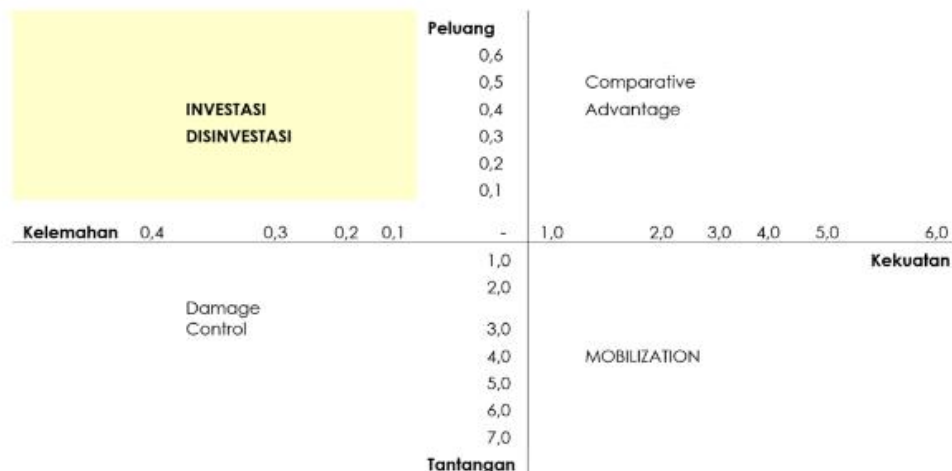


relating to economic, social, cultural, demographic, environmental, political, government, legal, technological and competitive issues (David 2010).

Strategy matrix analysis is a strategy formulation tool that uses the company's internal and external factors. The results of the IFE and EFE matrices are entered into the strategy matrix to see which strategies the company will implement. Strategy matrix analysis aims to obtain a business strategy.



Gambar 1. Matriks Strategi

This strategy is implemented based on the utilization of existing opportunities by minimizing existing weaknesses. The company faces enormous market opportunities, but on the other hand it must face some internal obstacles / weaknesses. An effective way is to review the technology used for or by offering new products.

Conditions which must support the diversification strategy, despite facing various threats, this business still has strength from an internal perspective. The strategy that must be applied is to use power to take advantage of long-term opportunities by means of a diversification (product / market) strategy. Aquaculture businesses included in this category are catfish. Strategy: intensive (market penetration, market development, product development), concentric diversification. This can be done by starting the production of broodstock to meet the needs of the fish consumption market in Bandung Regency

Conclusion

1. Three main commodities that can be developed at UPTD BBI Kab. Bandung is tilapia, catfish and *Cyprinus carpio*.
2. In an effort to optimize the performance and productivity of BBT UPTD Kab. Bandung, it is necessary to improve facilities and infrastructure, increase seed production, implement main production, improve internet access for e-commerce development and add main products in the form of parent products
3. The development strategy is carried out with an investment strategy that is by producing breeders from the three commodities developed

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