



**BUSINESS REPORT FARM
D'ARK FISHERY**

UNDERGRADUATE FINAL PROJECT
Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis

By:

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FACULTY OF BUSINESS
BUSINESS ADMINISTRATION STUDY PROGRAM
CIKARANG

DECEMBER 2024

EXCECUTIVE SUMMARY

D'ark fishery was founded in 2021 as a start-up business project and placed in Bekasi, West Java. there was four members originally but as of now it is managed by Kristoforus Jorida as it's sole owner. The company specialized in cultivating and selling freshwater fish, the main product of D'ark fishery is snakehead and gourami.

As the business goes, D'ark fishery happen to face several problems in the business that affecting the profitability resulting loss. there are two problem that D'ark fishery is facing right now which is fungus and fish growth problem that are taking double time for the to grow to the desired size. The root cause will be analyzed using SWOT, PESTLE, and Fault Tree Analysis.

To save the business and fix the problem that are faced, D'ark fishery develop a plan which:

- enlarging the pond to avoid crowded which make the fish stack on each other
- increasing the nutritional value of the food to boost the fish growth
- applying cycle system to ensure monthly stock and sales

The company use **Strength-Opportunity (SO) strategy** which are selling the product with good quality but at a lower price so customers from every level of society could buy the product and enjoying the nutritional value leading to a healthy lifestyle through all this strategy D'ark fishery want to transform the weakness into opportunity to improve more and expanding the business further more to outside Bekasi.

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Joride Kristoforus

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