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Analysis of Chicken Cultivation Improvement Strategy in Increasing Family Income: Case Study of Multi Business Livestock

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Abstract

This study examines the application of SWOT analysis to the MARS free-range chicken business, focusing on strategies to improve competitiveness and sustainability in the poultry industry. By identifying internal strengths, such as the high quality of free-range chickens and a strong consumer reputation, alongside weaknesses like high operational costs and inefficient production, this study formulates actionable strategies for business growth. External factors such as increased market demand for organic chicken and potential government support offer significant opportunities, while price competition and strict regulations pose notable threats. The study applies an SO (Strengths-Opportunities) strategy, recommending the business leverage its strengths to exploit emerging market opportunities, such as expanding online sales and partnerships with halal shops. Additionally, addressing weaknesses by adopting modern cultivation technology and engaging in government-supported programs is suggested to boost production efficiency and market reach. This research fills gaps in existing literature by providing a practical framework for small-scale poultry businesses to adapt and grow in a highly competitive market, especially in regions with rising demand for organic and halal products. The findings offer valuable insights for similar agricultural businesses seeking to optimize their operations and expand their consumer base.

Introduction

The demand for free-range chickens is a potential genetic resource that has high genetic variation and is a very valuable state asset, especially in the formation of superior seeds. In Indonesia, raising free-range chickens is a side business that is carried out by many rural communities. Free-range chickens have several advantages compared to purebred chickens, such as the ability to adapt to the local environment, adaptability to tropical climates, and resistance to disease. Apart from that, the simple maintenance of free-range chickens without the application of sophisticated technology makes rural people like free-range chickens as personal pets and side businesses.

In general, meat produced from free-range chickens can only be harvested at the age of 3 months with a body weight reaching 1.2 kg. Free-range chicken is a livestock commodity that has great potential to increase family income, especially in rural areas. However, free-range chickens that want to be cultivated on a large scale for their maintenance require quality feed to fulfill their nutrition, because perfect feed with a balanced nutritional content will provide optimal results (Bonnefous et al., 2022). Even though native chickens have large market potential with better egg and meat quality than purebred chickens, their development is still carried out on a small scale and traditionally. The high demand for free-range chicken meat because of its distinctive taste and texture as well as the public's perception that free-range

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chicken meat is healthier, shows that there is a big opportunity to develop the free-range chicken cultivation business more widely and professionally (Davoodi et al., 2022; Macovei et al., 2022).

Eliyana et al. (2020) MARS (Multi Livestock Business) Cultivation Business in Asahan Regency is an example of an SME that has succeeded in developing native chicken cultivation from a small scale to an average of 200-300 chickens. The desire to develop a livestock business is carried out by increasing the livestock population by raising one's own DOC, raising free-range laying chickens and broiler free-range chickens with the aim of increasing family income (Marisa & Sitepu, 2020). Household income is the amount of income obtained from all family members which is used to meet collective or individual needs (Doss & Quisumbing, 2020). in the household, including income received by the head of the household, including income received by the head of the household and other members Cooper & Stewart (2021). However, along with the increase in the chicken population, various problems arise in rearing and marketing management, such as low chicken growth, high production costs, especially feed, the emergence of disease, and difficulties in marketing chicken carcasses (Pius et al., 2021). This can be seen in the following table:

Table 1. Decrease in Income (Open House System) in 2022-2023/Period

Period	Number of Livestock	Total Income (IDR)	Income Per Animal (IDR)
January-April 2022	100	5,172,000	51,720
May-August 2022	100	5,100,000	51,000
September-December 2022	200	9,760,000	48,800
January-April 2023	300	15,900,000	53,000
May-August 2023	300	16,120,000	53,733
September-December 2023	300	15,850,000	52,833

Source: Data processed from interview (Sunday, 23 June 2024}

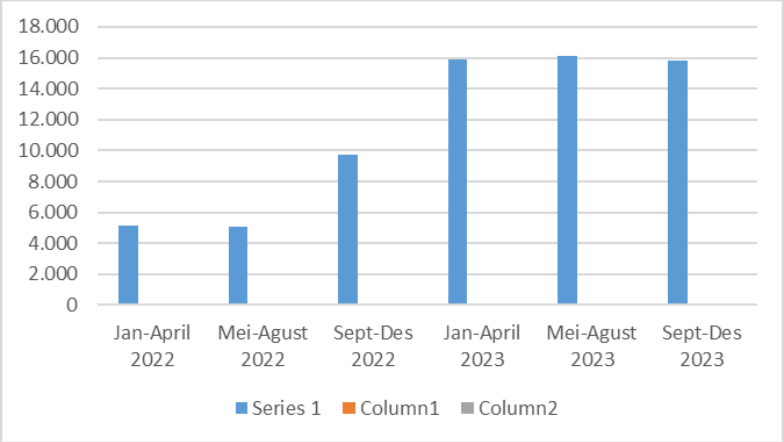

Figure 1. Income Decline Diagram (Open House System) 2022-2023/ Period

Source: Data processed from the results (Sunday, 23 June 2024)

From the data above we can see the imbalance of income and expenditure that occurs in Mr Mulya's business. For more details as follows: Number of livestock: In 2022, the number of livestock sold will increase significantly from 100 to 200 in the September-December period. In 2023 and 2024, the number of livestock sold stabilized at 300, showing a significant increase compared to 2022. Total income fluctuation: Although the number of livestock sold increased,

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total income did not increase proportionally. For example, in September-December 2022, the number of livestock sold will double (200 livestock), but total income will not double, only being IDR. 9,760,000. Income per animal: Income per animal fluctuates. For example, in January-April 2022, income per animal will be IDR. 51,720, but decreased to IDR 51,000 in May-August 2022. Even though the number of livestock increased in January-April 2023, income per livestock actually increased to IDR. 53,000. Therefore, the main challenge faced by free-range chicken breeders like Mr. Mulya is how effective it is to increase free-range chicken cultivation in achieving optimal results. Raising free-range chickens on a large scale requires quality feed with a balanced nutritional content. In addition, better management and effective marketing strategies are needed to overcome existing problems.

In this context, the Islamic perspective offers a rich value framework to guide economic practices, including the development of free-range chicken cultivation. Islamic principles such as justice, equal distribution of income, and poverty alleviation lay a solid foundation for strategies to increase income through sustainable and inclusive cultivation. The integration of Islamic values in free-range chicken cultivation practices can help create a fairer and more sustainable economic system, as well as improve the economic welfare of farmer families. Islamic economic principles in the agricultural sector in Indonesia. These findings provide a strong basis for digging deeper into the application of Islamic values in free-range chicken cultivation strategies. By integrating Islamic values into free-range chicken cultivation practices, it is hoped that holistic and sustainable solutions can be found to support inclusive local economic development. This research aims to investigate strategies for increasing native chicken cultivation in increasing family income according to an Islamic perspective. Case studies on MARS cultivation businesses will provide concrete insight into how Islamic principles can be applied in cultivation practices to achieve better economic prosperity for farmer families.

Literature Review

Cultivation Theory

This theory emphasizes the importance of optimizing native chicken cultivation practices as the main strategy for increasing the income of farmer families (Abbasi et al., 2024; Guarino et al., 2022). Optimizing cultivation involves a deep understanding of various aspects of free-range chicken cultivation, including feed management, disease control, cage environment management, as well as the application of appropriate technology and innovation. Studies conducted by how that implementing good cultivation practices can increase the productivity and efficiency of free-range chicken farming businesses (Bonnefous et al., 2022; Fiorilla et al., 2023).

They found that farmers who implemented efficient feed management, carried out regular or intensive disease prevention, and kept the cage environment clean had lower mortality rates and faster chicken growth (Balehegn, et al., 2020; Vaintru et al., 2021; Martin et al., 2020). other research conducted by also strengthen this theory. They found that the application of technology in free-range chicken cultivation, such as automatic feeding systems and computerized monitoring of chicken health, can increase livestock efficiency and productivity, which ultimately contributes to increasing the income of farmer families (Tamilmani et al., 2021).

Therefore, this theory underlines that optimizing native chicken cultivation practices in accordance with principles that have been proven to be effective will have a positive impact on the productivity and welfare of native chickens as well as the income of the farmer's family.

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Income Theory

Family income is an important factor in determining the level of welfare of family members. A number of theories have been proposed to explain the relationship between income and family well-being, with each theory emphasizing certain aspects that influence these dynamics. Income adjustment theory, first introduced by Duesenberry in 1949 in his book *income, saving and the theory of consumer behavior*, proposes that individuals tend to compare their income with the income of others in an attempt to determine relative levels of satisfaction. If their relative income is lower, this can lead to dissatisfaction and increased efforts to increase income (Killingsworth, 2021; Ruml & Qaim, 2021; Cooper & Pugh, 2020). Absolute income theory, proposed by Easterlin in 1974, suggests that a person's well-being depends on their absolute income, not on relative comparisons with other people. Easterlin found that even though people's incomes increased over time, happiness levels remained relatively stable (Killingsworth, 2021; Diener, 2021). The family welfare model emphasizes the importance of allocating family time and resources in achieving optimal welfare (Macchiaet al., 2020; Kwarcinski & Ulman, 2020). Family income plays an important role in influencing this allocation, but non-economic factors must also be considered. The researchers concluded that individual aspects (age, family background, financial stability, and health conditions) and external factors (satisfaction with work, organizational governance, espoused values, and spiritual aspects).

Methods

This research employed qualitative research technique with an aim of carrying out a Business SWOT analysis on the free-range chicken cultivating business owned by Mr. Mulya Suderajat. This involved the use of interview questions together with Mr. Suderajat as a source of primary data collection since it offered both internal and external business environment overviews.

The interview plans and executions were made to develop specific details regarding multiple facets of strength of the business. Few of the internal investigation strengths stated was free rang chicken farming skillset more so from Mr. Suderajat, and established skillset to produce quality meat within the market. These strengths helped his business pull through as well as maintain a competitive edge over other businesses. In contrast, analyses of the interviews revealed that there are considerable weaknesses today, including high operational costs to provide services to customers and a lack of diversification of products. These weaknesses proved very helpful in knowing the financial constraints and expansion challenges that the business faces.

About environmental influences, aspects other than the ones inside the organisation were also considered by the study. Some of the opportunities revealed included increased consumers' concern for organic chicken; it is an opportunity to cover a wider market/ increase revenues and profitability. However, the threats were not glossed over, such as the greater scaled up poultry operations and the fluctuating feed costs which are likely to have adverse implications for Mr. Suderajat's business.

Further qualitative data was collected from own observations and examination of several business related documents including sales analysis, promotional material, customer feedback etc. This approach unidied the conclusion made from the intervies and gave more extensive picture on the business environment inwhich the company operates. In addition, SWOT analysis was again developed by the Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS). In the IFAS, strengths and weaknesses work out in the interview process were consistently be weighted according to their potential effect on business

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performance. This weighting gave a better idea about the over-riding and those that needed makeup or handling inside the organization. The EFAS included the assessment of the organization's operations in relation to the external environment and provided information on potential strategies in the market.

Results and Discussion

SWOT analysis is an important tool in business strategy that has been used for thousands of years. It helps companies identify strengths, weaknesses, opportunities, and threats, so they can design effective strategies to maximize competitive advantage. In the interconnected and interdependent era of free trade of the 21st century, the use of SWOT analysis will likely continue to grow to help Companies Stay Relevant And Competitive In A Rapidly Changing Marketplace.

Table 1. Results of Identification of Internal Factors and External Factors of Free-range Chickens in the MARS (Multi Livestock Business) Chicken Cultivation Business

Internal factors	**External Factors**
Strength	Opportunities
The quality of free-range chicken meat from this farm is better than other competitors.	Market demand for organic free-range chicken will increase in the next 5 years.
Free-range chickens from this farm have better disease resistance compared to purebred chickens.	There is a huge opportunity for market expansion into untouched areas.
This farm has a good reputation among consumers.	Product diversification, such as processed chicken and derivative products, can increase sales.
Weaknesses	**Threats**
Operational costs in this free-range chicken farming business are too high compared to profits.	Extreme weather changes pose a serious threat to the continuity of free-range chicken farming.
Production efficiency on this farm still needs to be improved.	Price competition with purebred chickens is a threat to livestock business profits.
Marketing and distribution of these products and livestock is still less effective.	Strict government regulations can be an obstacle to the development of free-range chicken farming businesses.

The following table classifies a number of internal and external factors in the free-range chicken business. On the internal perspective, the strongest assets consist of the poultry chicken meat quality, high disease tolerance and goodwill while the major liabilities are high overhead cost, low production turnout and weak promotions. Opportunities are available in the growth of the market especially through the demand for the organic free-range chicken and increased markets while threats include; popularity of extreme unfavorable weather conditions, severe price competition and increased government regulations. This table also assists in finding out areas of concern that require attention to handle in order to enhance business performance.

Table 2. Internal Factor Analysis Summary (IFAS)

No	**Internal factors**	**Respondent**	**Ratings**	**Weight**	**X Rating Weight**
I	Strength (Stength)				
	The quality of free-range chicken meat from this farm is better than other competitors	4	4	0.21	0.84

ISSN 2721-1304 (Print), ISSN 2721-1207 (online)

	Free-range chickens from this farm have better disease resistance compared to purebred chickens.	3	3	0.16	0.48
	This farm has a good reputation among consumers.	4	4	0.21	0.84
Sub-Total		**11**		**0.58**	**2.16**
II	Weaknesses				
	Operational costs in this free-range chicken farming business are too high compared to profits.	1	1	0.05	0.05
	Production efficiency on this farm still needs to be improved.	4	4	0.21	0.84
	Marketing and distribution of these products and livestock is still less effective.	3	3	0.16	0.48
Sub-Total		**8**		**0.42**	**1.37**
Total I + II		**19**		**1.00**	**3.53**

This table is a SWOT analysis of the internal environment of the organization with each factor being measured for its importance to the business. Meat quality and consumer reputation that fell under the strength column received a higher weight done in the previous step, hence receiving a weight ×rating of 2.16. Lack of efficient marketing campaign and high operating costs were classified as such weaknesses and received scores which contributed to the 1.37 subtotal. In this assessment, therefore, the evidence suggests that the factors giving strength to a business has a more significant role in its performance than the weaknesses, meaning that the company has to construct its strength for growth.

Table 3. SWOT Analysis Matrix External Factor Analysis Summary (EFAS) in the MARS Village Chicken Cultivation Business (Multi Livestock Business)

No	**External Factors**	**Respondent**	**Ratings**	**Weight**	**X Rating Weight**
I	Opportunities				
	Market demand for organic free-range chicken will increase in the next 5 years.	3	3	0.16	0.48
	There is a huge opportunity for market expansion into untouched areas.	4	4	0.21	0.84
	Product diversification, such as processed chicken and derivative products, can increase sales.	4	4	0.21	0.84
Sub-Total		**11**		**0.58**	**2.16**
II	Threats				
	Extreme weather changes pose a serious threat to the continuity of free-range chicken farming.	3	3	0.16	0.48
	Price competition with purebred chickens is a threat to livestock business profits.	2	2	0.10	0.2
	Strict government regulations can be an obstacle to the development of free-range chicken farming businesses.	3	3	0.16	0.48
Sub-Total		**8**		**0.42**	**1.16**
Total I + II		**19**		**1.00**	**3.32**

ISSN 2721-1304 (Print), ISSN 2721-1207 (online)

This table brings together the scores obtained from internal and external conditions. Strength and opportunity scores themselves are 2.16, which makes SO strategy appropriate for the implementation. This approach helps the business to optimise internal strengths (such as product quality) and at the same time reinforce external opportunity (such as market penetration). Weaknesses and threats, though exist with lower combined value (1.37 and 1.16 respectively) prove themselves to be less significant regarding the global business performance.

Table 4. SWOT Analysis Matrix Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) in the MARS Village Chicken Cultivation Business (Multi Livestock Business)

Internal Factor Analysis Summary (IFAS)			
	Ratings	Weight	Weight x Rating
Strength	11	0.58	2.16
Weaknesses	8	0,42	1,37
Eksternal Faktor Analysis Summary (EFAS)			
Opportunity	11	0,58	2,16
Threats	8	0,42	1,16

This table consolidates the scores from both internal and external factors. The combined strength and opportunity scores (both 2.16) indicate that the business is well-positioned to implement a Strength-Opportunity (SO) strategy. This approach allows the business to capitalize on its strengths (like good product quality) while leveraging external opportunities (like expanding into new markets). Weaknesses and threats, although present, have a lower combined score (1.37 and 1.16, respectively), suggesting they are less influential on overall business performance.

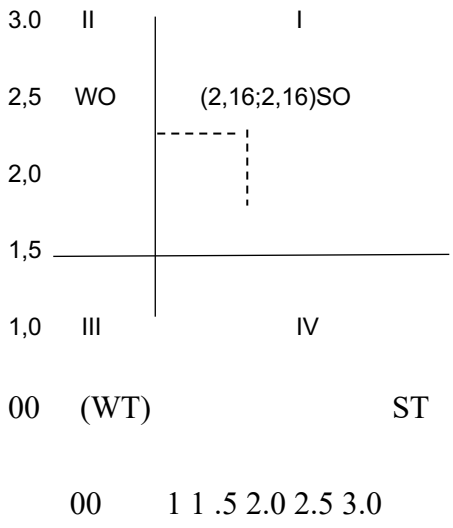

Figure 1. SWOT Analysis Quadrants

The figure visually represents the SWOT analysis, positioning the business in Quadrant I, which supports the implementation of an SO strategy. This indicates that the business should focus on using its internal strengths to take advantage of external opportunities for growth, such as expanding its market presence and improving production efficiency.

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Based on the results of the analysis of internal and external factors in Mr. Mulya Suderajat's free-range chicken business, the SWOT matrix approach can be applied to formulate the right strategy to improve the marketing of his free-range chicken. The results of the SWOT analysis show the position of this business in the quadrant that allows the implementation of the SO (Strengths-Opportunities) strategy.

SO strategy is an approach that leverages a company's internal strengths to take advantage of external opportunities. In the context of the MARS (Multi Livestock Business) chicken cultivation business, internal strengths may include good quality free-range chickens, experience and knowledge in cultivation, and adequate infrastructure. External opportunities could be in the form of increasing consumer demand for free-range chickens, government support for livestock businesses, or opportunities to expand into unreached markets. By implementing the SO strategy, Pak Mulya Suderajat's free-range chicken business can more optimally utilize existing opportunities.

In detail, table 4 and table 5 can provide an overview of the strengths and opportunities they have and how the SO strategy can be applied to take advantage of these conditions optimally. In this way, Mr. Mulya Suderajat's free-range chicken business can develop better and achieve its business goals more effectively.

Table 5. SWOT matrix diagram for MARS Village Chicken business development (Multi Livestock Business)

Internal External	Strength (S)	Weakness (W)
Chance (O)	SO Leveraging the reputation of halal and healthy products to expand the market to wider consumer segments. Attend training and workshops to update knowledge about modern cultivation technology that can increase production efficiency. Building partnerships with organizations or institutions that support the development of small and medium businesses.	WO Overcome weaknesses to take advantage of opportunities.
Threat (T)	ST Using power to reduce threats	W.T Minimize weaknesses and avoid threats.

This table provides specific strategies based on the SWOT analysis, categorizing them into Strength-Opportunity (SO), Weakness-Opportunity (WO), Strength-Threat (ST), and Weakness-Threat (WT) strategies. For example, leveraging the strength of healthy and halal products to expand into new markets (SO strategy) and addressing weaknesses such as high operational costs through investments in modern technology (WO strategy). ST and WT

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strategies focus on mitigating threats, such as minimizing competition by highlighting the quality of free-range chickens, or addressing operational weaknesses to avoid external risks.

From the SWOT analysis above we can conclude that there are several strategies that can be used to increase free-range chicken cultivation so as to increase family income, the strategies are as follows: The strength of free-range chicken cultivation in high market demand and a reputation for healthy and halal products can be utilized with the right marketing strategy, such as expanding distribution networks and increasing brand visibility. Available initial capital can be used to invest in modern cultivation technology and improve production infrastructure.

Increasing product marketing and branding through online platforms and partnerships with halal shops. Allocate some capital for investment in efficient and environmentally friendly cultivation technology. Sales promotions have an important role in increasing sales volume by attracting consumer attention to the products offered. Therefore, choosing an effective promotional strategy is very important to achieve sales goals. Opportunities to expand the market through online sales and partnerships with halal shops. Government programs that support the development of small and medium enterprises provide opportunities to increase capacity and market access. Take part in government programs that support the development of small and medium businesses to gain additional support and resources. Developing new distribution channels through online sales. The use of social media to market products is not limited to just Instagram but also involves other platforms such as Facebook, Tik Tok, Twitter and blogs. It is important to optimize the use of each application according to existing features and functions in order to achieve optimal results in marketing products (Osaba et al., 2021).

The conclusion that can be drawn from this study points to the importance of strategic analysis in decision making in organisations, especially the small-scale operation like the MARS free range chicken business (Volberda, et al., 2021; Madureira et al., 2024). According to this research's SWOT analysis, essential internal advantages include organic and healthy meat, disease-free poultry and livestock, and a firm and recognized brand (Puyt, et al., 2023; Jain et al., 2022). These strengths combined with the external factors such as rising customer awareness of organic products and Halal products in the market enable the strategic development for growth. This is rather different from prior studies that predominantly considered the business-related issues of free-range chicken farming, including high production costs and performance issues (Eggers, 2020; Ivanov et al., 2021). This extends that in showing that strengths can also be effectively aligned to meet market requirements proactively, which offers a more strategic, forward-looking view of business management (Raciti et al., 2022; Brewis et al., 2023; Chan et al., 2020).

The existing literature on poultry farming has largely concentrated on challenges related to costs, production inefficiencies, and external threats like price competition from hybrid chicken breeds (Hafez et al., 2020). However, there has been limited focus on how small-scale businesses can utilize their strengths to capitalize on market opportunities, particularly in organic and ethical food markets. This study fills that gap by demonstrating how the MARS business can utilize its strengths to tap into the growing demand for organic, halal-certified chicken. This is a notable contribution to the literature, as it shifts the focus from merely addressing challenges to actively pursuing growth opportunities. The growing consumer preference for health-conscious and ethically-sourced products has been well-documented in recent studies (Ajayi et al., 2024), but this study is among the few that illustrate how small-scale farms can adapt to these trends to secure a competitive edge.

This proactive approach contrasts sharply with earlier studies that emphasized the constraints and vulnerabilities of small-scale poultry farms, particularly in the face of competition and

ISSN 2721-1304 (Print), ISSN 2721-1207 (online)

external threats (Wadhwani et al., 2020). This research extends that theme by explaining how a firm could leverage on product quality and existing reputation to forge into virgin territories. In addition, the study unveils four antecedent concepts namely; product differentiation, product diversification among them being processed poultry products that might assist MARS reduce market threats and enhance profitability. This coincides with literature in recent years embracing diversification as a domination growth approach in agribusiness (Ioris, 2018).

It also gives a vigorous analysis of external threats that include climatic hazards and legislation that have been identified as very dangerous in the production of poultry. Whereas earlier studies make these threats appear as impossibly difficult to overcome, this study provides solutions to it. For example, investment in improved farming technologies and business infrastructure can probably help MARS business cut sensitiveness to environment buoy fluctuations. This finding is consistent which uphold the fact that sustainable farming practices are vital in order to guarantee farm production under unfavourable circumstances (Serebrennikov et al., 2020). The following recommendations of the appropriate technology adoption and infrastructure growth hold as a strategic vision that prepare the MARS business to succeed despite climate adversity.

Furthermore, the study gives a unique angle about how to tackle regulatory constraints. Hence, contrary to perceiving regulations as solely prescriptive or limiting in influence, this study identifies development of collaborative relationships with governmental and non-governmental bodies who endorse small-scale agriculture businesses (Copestake & Wellard, 2024). It not only limits the negative impact of strict regulations but also makes the vision of obtaining financial assistance, grants, subsides and other government support for development of SMEs patronizing small-scale farming a reality. This strategy is inline with recent strategies, which underscore the need to foster government-business relations in order to surmount the bureaucratic problem in the agricultural sector. In this way, its cooperation with such supportive entities will also be helpful to improve MARS business legal compliance level and avoid potential legal troubles and penalties that may lead to an affect on the business (Weldon & Miller, 2022).

The extension of incorporation of digital marketing into business strategy constitutes other important finding of this study. Although the majority of the prior studies have explored various conventional distribution channels for selling free-range chicken farming (Scott et al., 2017), this paper emphasizes the applicability of online markets in diversifying market accessibility. Besides, the social media and e-commerce platforms not only help the MARS business expand the customer group but also directly connect with the consumer who seeks organic and the halal-certified products. This is important given the current high levels of retail purchasing through online platforms, something which has been majorly propelled by COVID-19. Using digital marketing approaches, MARS can change the mode of marketing poultry by making brands easily recognizable, improving customer relations, and thus growing sales a switch from conventional marketing approaches (Hossain et al., 2024).

It is also consistent with the current trend where companies are extending the use of e-commerce as a business strategem especially in industries that may not survive a market economy without a strong online presence. While previous research is more or less centred on the interpersonal, face-to-face selling within local markets, in this research online platforms are seen as a critical factor for accessing many more prospective clients from a wider area. This new approach serves both the purpose of making MARS stand out from its competitors and meeting customers' expectations and preferences characteristic for the post millennium customers who are constantly exposed to the opportunities of the digital word (Nawaz, 2020).

ISSN 2721-1304 (Print), ISSN 2721-1207 (online)

Unlike previous works that highlighted the challenges policies of again small scale poultry farming, this work assures the reader with the possibilities by explaining how these challenges can be addressed. The suggestion to pump money on new technologies of cultivation is useful for increasing the speed of production and the availability of joining the online sales platforms. This is quite incongruous with previous study in which constraints especially in accessing technology and markets among smallholder farmers were well captured. As compared to the traditional approaches, this study lays out pragmatic strategies that businesses can follow towards automating their operations to the benefit of small-scale farmers who wish to escalate their operations (Bazargani & Deemyad, 2024).

Furthermore, it aligns this research with the concept of choosing the halal shops as partners and joining the government programs give another point of strategic significance to this research. The observation of establishing partnerships with reputable ground-level companies and the utilization of government incentive programs as valuable approaches to the expansion of further markets and competitive advantage has been postulated in the recent body of literature. This approach not only helps the companies like the MARS to extend their market share but also helps the company to gain the trust of those customers who are very selective with their choices based on ethical and religious importance. By expanding into those markets, the MARS business can uniquely position it, as a supplier of high-quality chicken that is sourced ethically and free of any source of growth-promoting substances.

Conclusion

This paper reveals how the MARS free-range chicken business is positioned to provide a quality organic product, competently place it in a competitive and rather foreboding poultry market to advance on its strengths, high-quality organic products and first mover advantage of brand identity that taps into growing market trends of the international market for organically produced and halal foods. The research contends that there are market threats and operation weaknesses, which through the analysis of the strengths, weaknesses, opportunities, and threats require the company to implement modern technologies and engage in strategic partnerships and innovative digital marketing. This research helps to address the gap in literature through moving away from the identification of problems to the outlining of innovative solutions for the development of small-scale poultry farming businesses and from marketing strategies and potentials to developing dynamic and practical action plans for firms and industries interested in improving the competitiveness and viability of these businesses.

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