

## **ABSTRACT**

### **THE PROSPECT OF EGG RETAIL BUSINESS: A CASE STUDY IN TRADITIONAL MARKETS OF BANDAR LAMPUNG CITY**

**By**

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*Since the beginning of 2000's, modern markets, supermarkets, and minimarkets, have been growing rapidly in Bandar Lampung. They have been the competitors of traditional markets that sell agricultural commodities, such as eggs. The questions are whether egg retailers in traditional markets can compete with those in modern markets and whether they are profitable in Bandar Lampung. This study tried to answer these questions by using SWOT and financial analyses. All 44 egg retailers in Bandar Lampung traditional markets are the respondents in this study. The results of the SWOT analysis showed that the scores of the internal and external factors are positive, meaning that the business has a competitive advantage. The biggest score of the internal factors comes from their retailing experience. In addition, the biggest score of the external factors is from the eggs availability from suppliers, meanwhile the competition with the modern markets is low. Based on the financial analysis the rate of return of the egg retail business is 8,74% per month. This result also showed that the egg retail business has prospect.*

*Keywords: egg, rate of return, retail trade, SWOT analysis.*