

## ABSTRACT

*Aqiqah Business Unit XYZ Bandung is a business engaged in aqiqah services that what established in 2007. As a business unit that has been established for a long time, this business unit needs to increase the competitiveness of aqiqah sales because competitors are starting to emerge. The business unit section, namely animal procurement and processing, has fairly high complexity in the supply chain due to the high variety of products it has. Using the value chain analysis method and calculation of added value can help this business unit to identify activities that can generate value and the competitive advantage of the products produced, especially in the upstream part of supply chain. The purpose of this research is supply chain identification, value chain analysis, and knowing the amount of added value in the procurement and processing department in the Aqiqah XYZ Business Unit in Bandung. The results of this study in the procurement section, the added value that occurs in each type of animal is the same, namely 117,176 Rupiah. The processing section has a different added value for each type and menu of choice. The highest added value is in type B male animals with a menu of choices of rendang and tongseng worth 830,663 Rupiah.*

*Keywords: Procurement, Production, Value Added, Value Chain*