ABSTRACT

Strategic Architecture of Syariah Business Unit PT. Bank Bukopin, Tbk
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The purpose of this study were 1) to analyze the external factors of Syariah Business Unit Bukopin Bank in macro scale and industry scale, 2) to analyze the internal factors that will develop the company’s competencies 3) to design strategic architecture for five years ahead. Data and information were collected through purposive sampling survey. Principal Expert respondents were eight persons from Syariah Business Unit of PT Bank Bukopin, Syariah Compliance Committee, and from consultants of Syariah Banking. This study was carried out from October 2006 until March 2007. The result of study showed that external factors were condusive for the growth and development of Syariah Business Unit Bank Bukopin. Five forces from Porter’s approach for identification of competitive intensity of the syariah banking industry showed that substitution product force was very competitive, and the other was fair. Service Quality and Technology were the core competencies of Syariah Business Unit Bank Bukopin. In order to win the competition, Syariah Business Unit Bank Bukopin have to build strategic architecture.