ABSTRACT

Architecture Strategic for Perum Pegadaian
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Perum Pegadaian is a monopoly company who engaged at pawnshop business in Indonesia. The strategic issues that currently being warmed is the removal of monopoly rights. The conditions make competition in the pawnshop industry will be increasing sharply. The Excess of these conditions make the company leaders should be thinking to find solutions in strategic planning for the future. The Purpose of this study is to: (1) identify and assess factors that influence the existence (2) Analyzing the current competencies and what competencies will be developed by the Corporation of Pawnshops in the future (3) develop architecture strategic for Perum Pegadaian for a period of 5 years. Based on the results of the mission and vision analysis, analysis of external and internal environment, Matriks I/E, industry foresight analysis and core competencies analysis, Perum Pegadaian will have to migrate to the financial business and jewelry and Perum Pegadaian expected to be a leader in industrial finance has the advantage of micro financing business and small and fiduciary-based pawnshop and jewelry business is supported by an integrated To achieve this route takes in describing the strategic map with a horizontal integration strategy, integration and development of backward markets and products that will have the different competencies and difficult to imitate by its competitors. To Achieve the conditions and win the competition next 5-year period, Perum Pegadaian should have advantages in speed and ease through the use of technology and widespread networking, skills better assess and extensive, do business and product development to expand its business capacity, respond to and oversee regulations affecting business activities

Keyword: Architecture Strategic, Industry foresight, Pawnshop Industry, Perum Pegadaian and Matriks I/E