ABSTRACT

Strategic Architecture Design
PT. PPA Consultants

Tjiptadi

PT. PPA Consultants is a consulting firm with a wide range of field services. The problem is, there are too many field groups of services that are managed by the firm, so it creates high cost to get and accomplish a few of projects. The purpose of this study is to identify strategic field groups of services to be designed in a strategic architecture for core business in the future. This study started by identifying strategic groups of field services, then formulating two alternatives of future industries. After that, conducting analysis of industry foresight, industry convergence, vision and mission, and long-term targets for designing strategic architecture. All steps of analysis have to be done through Focus Group Discussion (FGD). Based on those results, four alternatives of strategic architecture have to be designed. Furthermore, 14 respondents of management staff chose one of those four alternatives by AHP (Analytical Hierarchy Process) method. The AHP result shows that Strategic Architecture-1 got the highest weight (0.407), so it will be developed as a core business. Activities of Strategic Architecture-1 comprise consultation services in agriculture, irrigation and water resources, establishing training and human resources development center, and developing biotechnology engineering (horticulture). Gap of competencies in consultation services are developing and strengthening construction design and supervision, capacity building, study, and survey. While in training activities should recruit experts and training instructors of project management and consultation services business, also establishing all facilities of training. For biotechnology engineering should recruit tissue culture and horticulture marketing expert, establishing tissue culture laboratory, experimental farm, and production farm. All of activities needs about Rp 14,690,000,000 for investment.