Abstract

Design Strategic Architecture of Furniture Panel Wood Company at PT. Cahaya Sakti Furintraco, Bogor

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The purposes of the research were to (1) formulated factors of competition furniture industry (2) formulated internal environment PT. CSF which could become new competency in the future (3) designed strategic architecture to manifest vision and mission of company. The method of study used was descriptive method through case study. Data collected were in form interviews with experts using questionnaire, and secondary data in form of literature study. The data were obtained through external analysis, value chains analysis, gap analysis, industry foresight. The gap analysis was used to know the industrial attractiveness and the business strength between the future and current indicator.

The analysis results showed that there was the most threatening factor from industry competition such as bargaining position of competitor. New competency of PT CSF was Marketing and selling. In 2012 PT CSF would change industry bases to retailing modern store.