Abstract

The Strategic Architecture Design Analysis of PT. Citra Busana Indonesia

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The purpose of this study are (1) to analyze the influence of Moslem fashion industrial environment on the degree of competitiveness and fashion trend, (2) to analyze the internal environment of PT. CBI that can be a competence to be develop in the future, (3) to design industry foresight of PT. CBI through strategic architecture to implement the company vision.

Primary data and secondary data were taken through observation, questionnaire and in depth interview with some respondents. Sampling technique used purposive sampling. The analyzed data were used PEST Analysis, Value Chain Analysis and Five Force Porter Analysis. The result of PT. CBI strategic architecture is shortening the production cycle time to support fashion item competence and to redesign the work system to create discipline culture and responsibility.