

SUMMARY

HERU DWINANTO. Strategic Architecture of Coal Business Development of PT XYZ. Supervised by LUKMAN M. BAGA and AGUS MAULANA.

Strategic management is the effort of management and team to maximize all owned resources to winning the competition in it industry for long term. Strategic management is an action to formulate strategy to achieve the company objectives. The purpose of this study are : (1) Analyze the current condition of PT XYZ. (2) Analyze internal factors and external factors that affect company performance. (3) Formulate strategies to survive and to develop coal business of PT XYZ.

The method of this research used descriptive and purposive sampling for respondents. The data analysis techniques were Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), SWOT matrix. The result were IFE total weighted score was 3,130 and EFE total weighted score was 2,696. Both of them indicate that the company could response external and internal factor above the average.

The Strategic Architecture were formulated strategies in blue print strategy base on all alternatives strategies and strategic challenge refers to company objectives. The result explain important points that prepare mine land for 5 years ahead , join with other miner in near located IUP area to optimize mine development would advantage for the long term goals, conveyor system would chosen to substitute hauling truck transportation would more efficient to get lower cost of operation, rise the people's core competencies to handle all of strategies activities is a mandatory.

Key words: strategic architecture, external factor evaluation (EFE), internal factor evaluation (IFE), SWOT matrix



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