The purpose of this study is to outline the poultry industry where PT Sierad Produce Tbk. (PTSP) is in place, to analyze the competition owned by PTSP and to compose Strategic Architecture of PTSP for the next ten years period. The study design using a descriptive study technique in the form of case study. The data used in the study are primary and secondary data that are then processed by Delphi technique. The used sampling method is getting the sample by “purposive sampling” PTSP lies in the medium competitive map of the poultry industry. The competitions take place in three competitions, that are: feedmill, breeder and processing plant. The future industry of PTSP are most depend on market penetration, product development, and integration. That mean PTSP must create many characteristic and modification and product. The strategic architecture of PTSP will come to the end in the year of 2013. By that time the PTSP will have had the competency in term of creativity of market penetration and product development and many program like poultry shop, local product of corn and fertilizer production.