This research is conducted to achieve the purpose of 1) analyzing external factors which can influence IETC, 2) analyzing internal factors of IETC and 3) designing strategy architecture for five years later. This research uses a descriptive method through case study. The sample was taken through purposive sampling towards management of IETC. The data obtained were analyzed by Delphi technique for five Porters analysis, value chain for internal factors analysis and analytical hierarchy process (AHP).

The result of this research shows that the strategy architecture of IETC for five years later are 1) development product strategy, 2) concentric diversification strategy, 3) penetrate and development market strategy, 4) joint venture strategy and 5) export training based on Information Technology strategy.