DEVELOPMENT STRATEGIC PLANNING FOR INFORMATION SYSTEM WITH SWOT AND BSC ANALYSIS FOR COMPETITIVE ADVANTAGE IN PT. XYZ FOR 2010 - 2015

By : Regina Anastasia Koilam
Under The Supervision: Ir. Achmad Holil Noor Ali, M.Kom

ABSTRACT

Implementation of information systems need planning to be in line with business strategy that will contribute to the company to compete with competitors. PT. XYZ is one of the businessperson to a distributor lubricants, with competitive conditions companies are also required to plan not only for business but for implementation information system too.

To solve the problems and giving recommendations for the PT. XYZ is a phenomenon found in the field will be analyzed by using the method of SWOT to see the position of the strategy for PT. XYZ which will serve as the basis to create a business strategy that can be used to improve competitiveness. The next process is done is to define the needs of companies through analysis of the Balanced Scorecard is seen from four perspectives by taking the basis of a SWOT analysis. The goal is to balance the four perspectives of its application in the company. Activities from Balanced Scorecard analysis will be used to identify data and information for potential application.

Based on the defined information needs, then obtained 15 potential applications and include 3 potential application for strategic. The application can be used to improve competitive advantage. Potential application will be supported by defining the roadmap implementation for 2010 - 2015. Implementation of information system and information technology will be supported by policies related to investment, implementation, utilization of IS/IT, education for HR, and accounting systems.

Keyword: Lubricant Distributor, Portfolio Information Systems, Information System Planning, Business Strategy and Information Systems / Information Technology