

Design Management Integration Strategy Model with Business Processes of Manufacturing Companies in the Philippines and Indonesia

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ABSTRACT

A superior company is one that has integrated governance and is able to build strategies and translate these strategies into real action. However, in practice, many companies experience problems in implementing strategies that are not aligned between the established strategy and the business processes of each unit in manufacturing. The purpose of this study is to design an integrated strategy model for manufacturing companies in Indonesia and the Philippines to support the implementation of a good planning and evaluation strategy management system. This research used a qualitative approach. Qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject. The type of research conducted in this study is descriptive. In this study, the authors took into account the locations of manufacturing companies in Indonesia and the Philippines. The contribution of research is to provide guidance to companies, especially manufacturing companies, in carrying out corporate strategic management both at the central level and at the subsidiary level.

Keywords: Strategy Formulation, Strategic Management Framework, Strategy Execution, Strategy Review and Evaluation.