

## **ABSTRACT**

*PT Trengginas Jaya is one of a company that run the business in the workforce management field of facility management. PT Trengginas Jaya was established in Bandung 2012 and became the target company of Telkom Education Foundation. As a company that run the business in the field of facility management, services lines that being served include cleaning, security, catering, repair of building facility, parking systems, and support (academic supporting staff and office boy). However, most of the existing partnership only came from companies or educational institutions under the supervision of the Telkom Education Foundation.*

*The planning of market expansion would be a huge challenge for PT Trengginas Jaya because the competition in the business of workforce management field of facility management is very strict. Most of the competitors are companies that have had a lot of experiences and have a good quality of service. This current condition is becoming a significant problem to PT Trengginas Jaya. It has been seen that in the middle of 2016, the new company is only capable to reach the profit target of 20%. Indication of the poor performance causes by the fact that PT Trengginas Jaya does not have a clear strategy to achieve those particular targets. All these time, the company only runs in a conventional way without any written strategy foundation that can lead to the company's success.*

*The purpose of this research is to provide strategic planning recommendations that can be implemented by the company in order to achieve their success. This research was initiated by defining the company's vision statement, processing the vision statement in strategic planning scheme, then through Vision / Goals Quality House and Goals / Strategy Quality House to formulate the most appropriate strategy for the company.*

*The results of this research is there are 7 strategies that can be implemented by the company and those strategy is formulated according to the conditions and situations of the company. So, it can be said that those strategies are very suitable to be run not only because it can help company to achieve the vision and fulfil the initial targets but also those strategies can be used to compete with competitors.*

*Keywords: Integrated Facility Management Services, Strategic Planning, QFD Strategic Planning*