

## **ABSTRACT**

*XYZ has developed an e-commerce project called PQR, which is the answer to problems of trusted e-Commerce. PQR be a solution for producers (corporates, UKM and individuals) or the so-called merchant to reach a wider market. Merchant can promote products that will be sold through the web store PQR, thus allowing potential customers to buy the product. The problem faced by the PQR on suppliers today is how to manage the supplier/merchant who has been working with PQR so as to contribute to earnings going forward PQR, then how the PQR can target the supplier/merchant that potential which will support the achievement of business strategy e-Commerce PQR, In terms of managing the product, the PQR should pay more attention to all the aspects that can support the achievement of business strategy e-Commerce PQR, namely how to design an attractive web store PQR consumers, how the selection procedure of the supplier/merchant, how to design packaging of the product, product functionality, and good product quality, including how the appropriate use of information technology to create a product and supplier management system that can integrate with other systems in PQR. To provide strategic planning in the context of the portfolio will require an Enterprise Architecture design that will ensure the alignment between business strategy and information technology companies to become integrated with business needs and IT Support Company. To determine the right business strategy for PQR is to conduct e-Commerce business analysis PQR use SWOT to determine the condition of the existing e-Commerce PQR of the Strength, Weakness, Opportunity and Threat and determine where to position e-Commerce PQR in order to get a proper strategy/match at the position. Then, followed by modeling the business strategy using the Business Model Canvas. In designing the Enterprise Architecture framework required to manage complex systems and can align business strategy and information technology that will be developed within the company. TOGAF provides methods and tools used for planning, building, designing and managing the development and implementation of Enterprise Architecture.*

*Keywords: Enterprise Architecture, e-Commerce, Product and Supplier Management, SWOT, Business Model Canvas and TOGAF.*