



SCENARIO PLANNING FOR DEVELOPING THE COMPANY STRATEGY OF PT PEMBANGKITAN JAWA-BALI

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Abstract

PT Pembangkitan Jawa-Bali (“PJB”) as an Integrated Power Generation Company in Indonesia was established in 1995. Since that time PJB has played an important role in promoting the national economy development by providing reliable, high-quality, and sustainable electricity supply. In-order to fulfill the market demand and increase the market share, PJB has to utilize the existing powerplant and also increasing the investment of new powerplant.

The prediction of condition will be occurred in the company is difficult to define and also the affect that will happen to that company. Even though there is limitation for precise future prediction but the company still needs to do the precaution. The situation at the company most likely will change either in the long term or even short term. Therefore, company required “what if” scenarios that are intended to develop business strategy to respond to the changes that may happen.

Environmental conditions and their influence on the company are required to be scanned and monitored by the company. By doing this, the company could get an input which factors could change the competitiveness of the company. To develop strategies in maintaining the sustainability of competitive advantage (SCA), internal and external conditions must be analysed. By carrying out this process regularly, dynamic aspects, challenges and opportunity in the market can be monitored.

Therefore, this paper will determine the key uncertainties in electricity industry, then using Scenario Planning, we could predict how PJB has to anticipate the external condition, internal condition as well as prediction and assumption in the future by defining business or innovation strategy.

Keywords: Scenario Planning, Business Strategy, Decentralization, Digitalization.
