

ABSTRACT

PT Smithindo Mitra Mandiri is a clothing line company that carries the concept of "*fashion as a Daily Outfit*" that makes every smith product as the emotional needs of consumers and make smith products for daily activities. Until now PT Smithindo Mitra Mandiri has 1 *Factory* and 13 *stores* spread across Indonesia. In running the *business process* the *production* function and *visual merchandisers* of the company prioritize the goods and service quality can be supported in terms of *business* and infrastructure.

In order to harmonize *business* strategies with information *technology* to support *business* functional activities, it is necessary to *create* a company. The *design* can be an *enterprise architecture* that is a tool to synchronize between *business* needs and information *technology* needs. A method that can help in the *design* of *enterprise architecture* that is TOGAF ADM. The TOGAF ADM method used in the research consists of introductory stages, vision architecture, *business* architecture, information systems architecture, *technology* architecture, opportunities and solutions, and migration *planning*.

This research will produce an *enterprise architecture design* on *production* function and *visual merchandiser* function.

Keywords: *Enterprise architecture*, *Produksi*, *Visual merchandiser*, TOGAF
ADM