ABSTRACT

Information Technology has grown phenomenally in the past decade. The use of computer based information system is growing at a rapid rate. The application of this technology as a basis for information dissemination is providing considerably opportunities as well as imposing incredible challenges.

Information is priceless in our complex world. The reason is clear, if we do not master information, then probably we will live in a stage where we are surrounded by massive information but of no strategic value. In a world that is overflowing with information, people who are smart enough to extract information from the ocean of information effectively will have an immense competitive advantage. If only, we could explore and delve into our bank of data with a confidence of discovering invaluable treasure, then without any doubt we would fight forward and even to the point of no return. This is where Intelligent Data Mining can help us to retrieve the data and explore the information anew through discovery.

On the other hand, decision makers keep searching a way, a mechanism, a process, a methodology to formulate effective strategies. Strategic planning is the ultimate answer to that search. Strategic planning is not intended to be fancy words that contain wishful thinking, instead it is a well-thought planning which is based on careful and meticulous analysis of the environment.

After reviewing the two frontiers, Intelligent Data Mining and Strategic Planning, we see the possibility of combining these notions into an integrated approach that will ultimately yield effective planning. This is the main thrust behind our search to find, explore, and devise a new integrated methodology. With this integrated methodology, we hope to arrive at our final destination, effective strategic plans. Our belief is that with the proper use of this integrated methodology, we will transform our view of information to the same dramatic extent that computer technology itself has transformed our view of computing in this century.