

Abstract

Not all successful organizations with strategies that are owned, meaning that the organization has a strategy, but not many organizations that produce superior performance. Then condition relating to the quality of strategy. There are several approaches to achieve a quality strategy. The first approach through the strategy process. That is the quality of the strategy is a strategy that is built with quality if strategy formulation, strategy implementation quality and quality evaluation of the strategy. The second approach is to create a quality strategy is through the required prerequisites or organizations should have a strategic assets. Strategic assets are resources and capabilities that have the potential to generate competitive advantage. Based on the integration dimension- the dimension of the resource-based Theory (Resource Based Theory) and the management of knowledge, can be prepared a proposition to build the quality of strategy and the basic theoretical models. The proposition is a professional capabilities exploitation of knowledge. Quality strategies can be realized through the strategic assets approach Exploitability Knowledge. Exploitability knowledge is the human resource capacity that has quality of communication, organizational management, information technology backed by active management to accept change and there are new things with the introduction of networking. Professional ability of the exploitation of this knowledge has the potential to realize sustainable competitive advantage.