

Supply Chain Management (SCM)

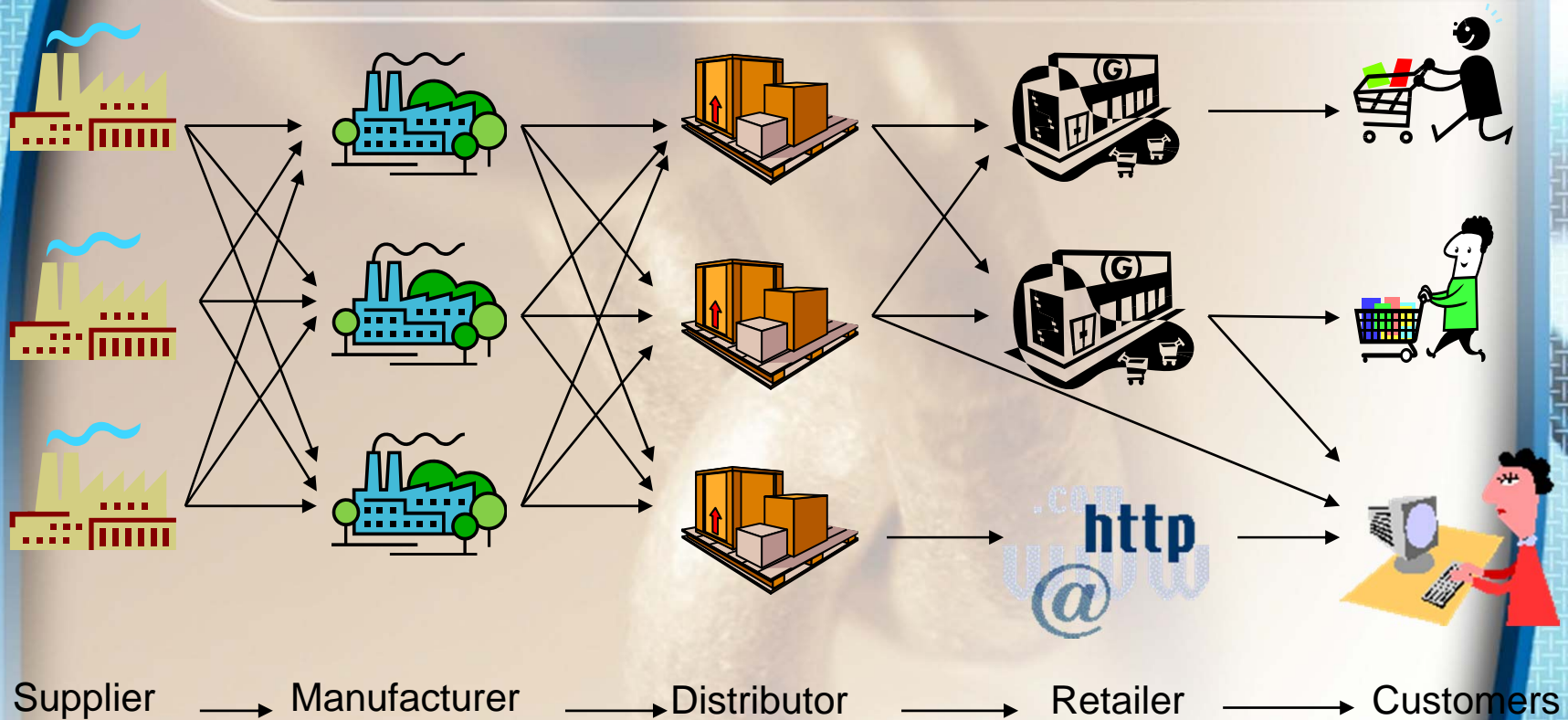


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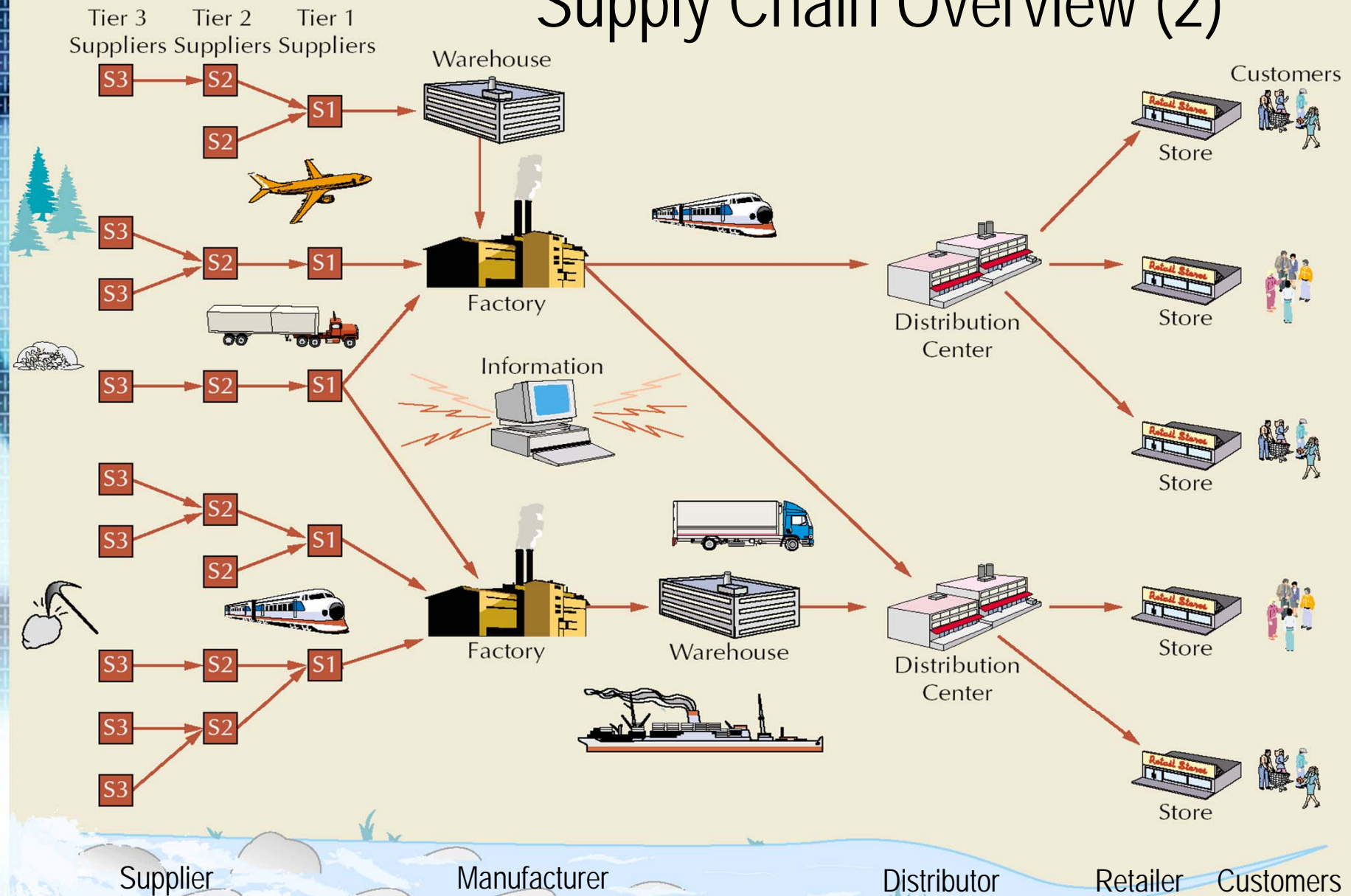
What is a Supply Chain?

A **supply chain** is the system of organizations, people, activities, information and resources involved in moving a product or service from supplier to customer. Supply chain activities transform raw materials and components into a finished product that is delivered to the end customer.

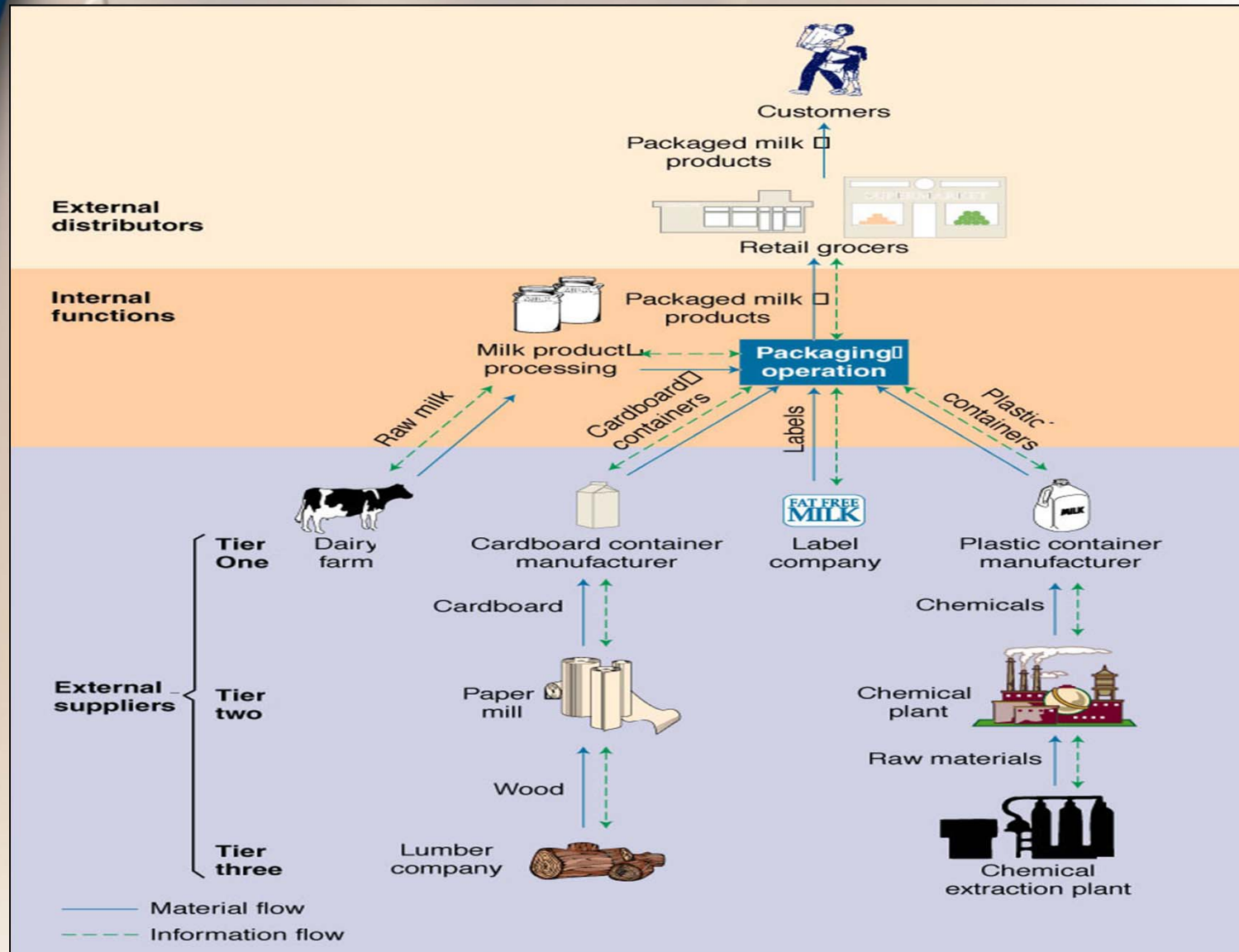
Supply Chain Overview (1)



Supply Chain Overview (2)

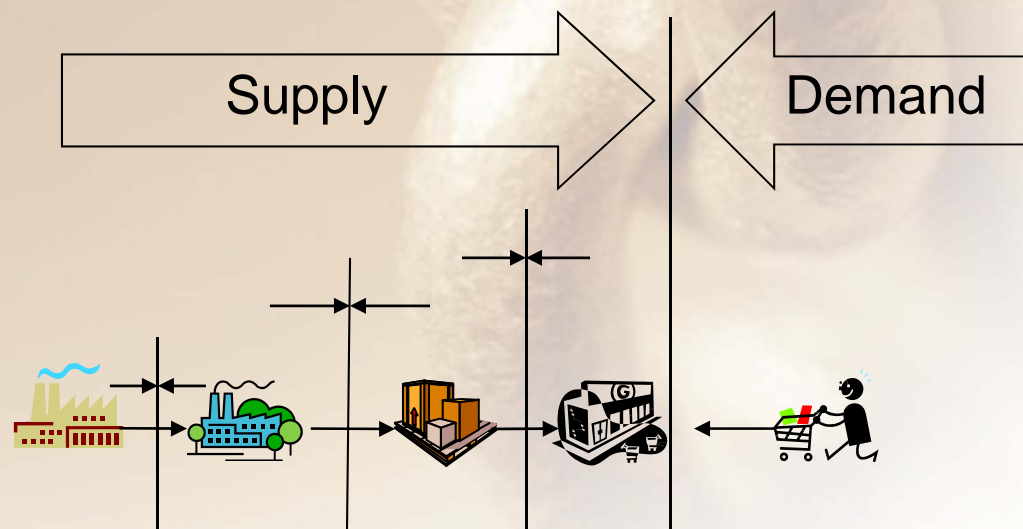


Ex : Dairy Products Supply Chain



Supply Chain Management

Supply Chain Management is the design and management of processes across organizational boundaries with the goal of matching supply and demand in the most cost effective way.

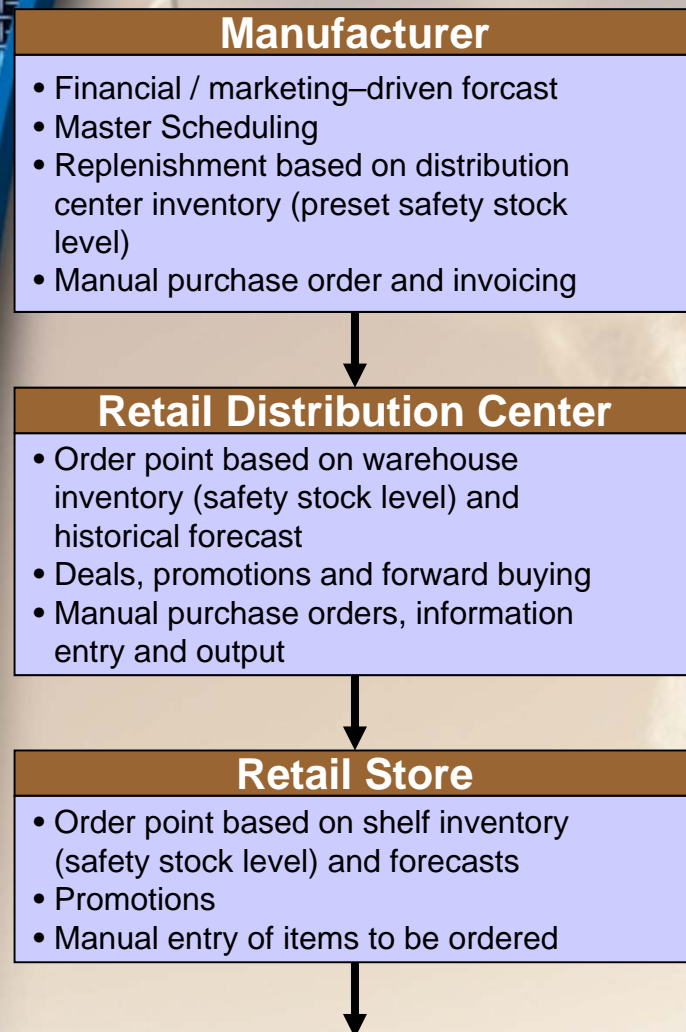


Mission impossible: Matching Supply and Demand

Why so Difficult to Match Supply and Demand?

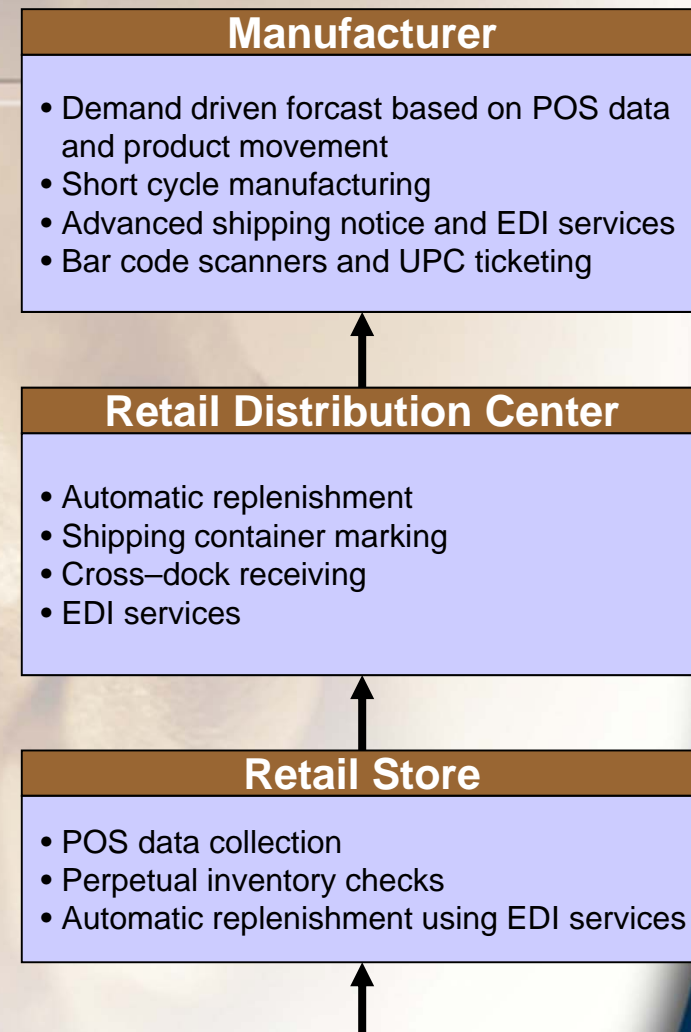
- Uncertainty in demand and/or supply
- Changing customer requirements
- Decreasing product life cycles
- Fragmentation of supply chain ownership
- Conflicting objectives in the supply chain
- Conflicting objectives even within a single firm
 - Marketing/Sales wants: more FGI inventory, fast delivery, many package types, special wishes/promotions
 - Production wants: bigger batch size, depots at factory, latest ship date, decrease changeovers, stable production plan
 - Distribution wants: full truckload, low depot costs, low distribution costs, small # of SKUs, stable distribution plan

Model Supply Chain



Customer Purchase Merchandise

Push-Based Supply Chain

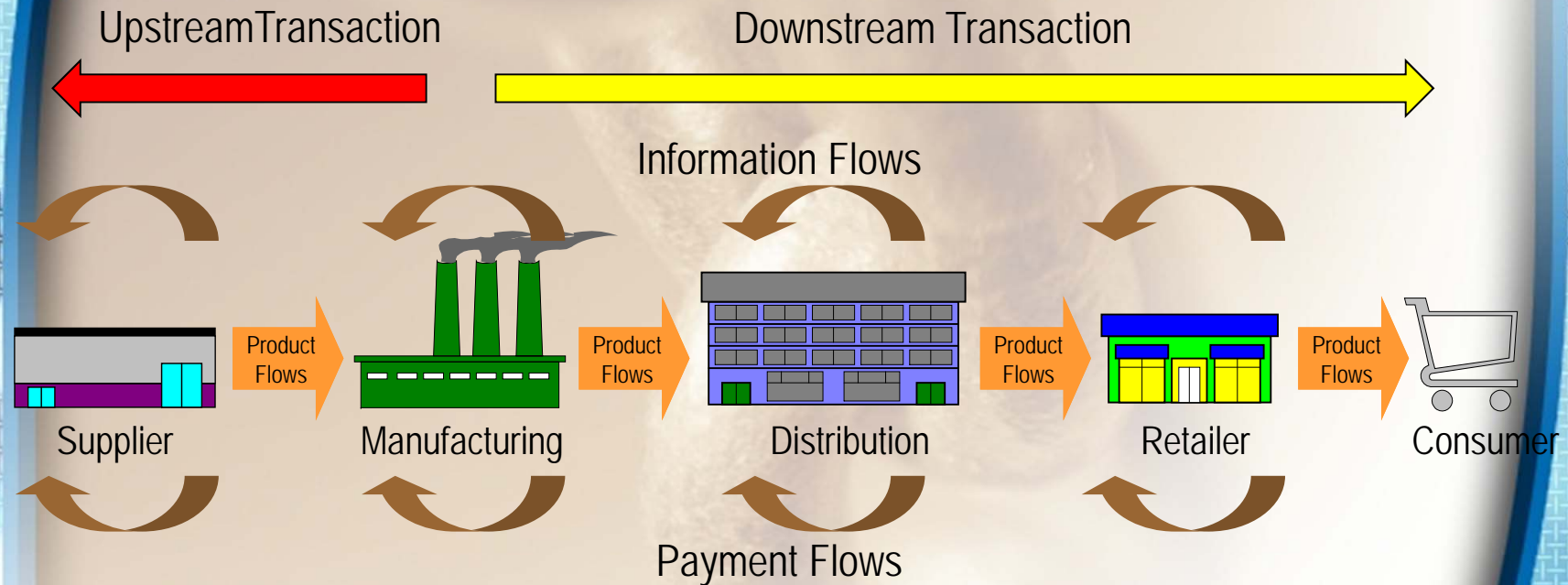


Customer Purchase Merchandise

Pull-Based Supply Chain

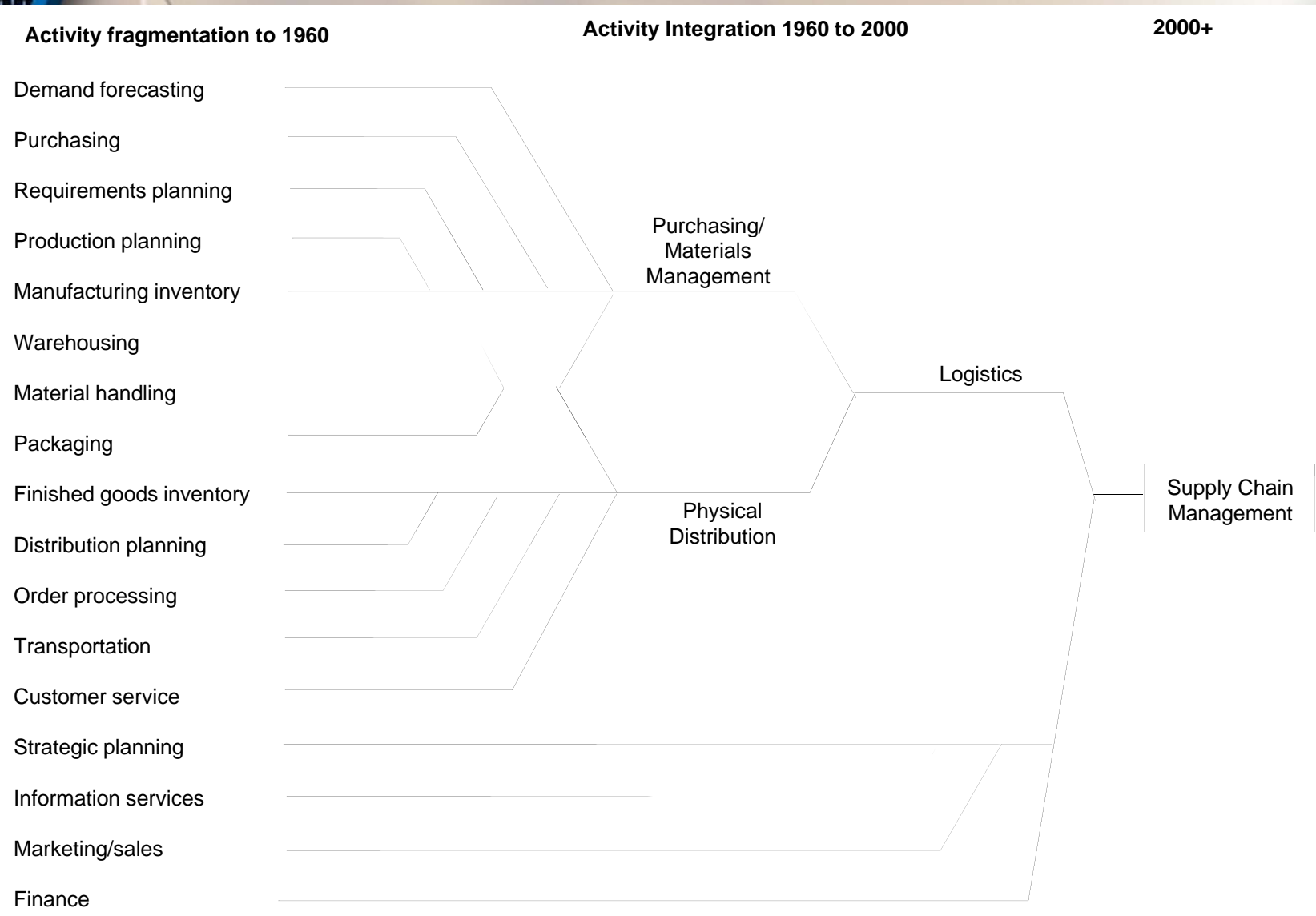
Proses Supply Chain

Supply Chain Planning

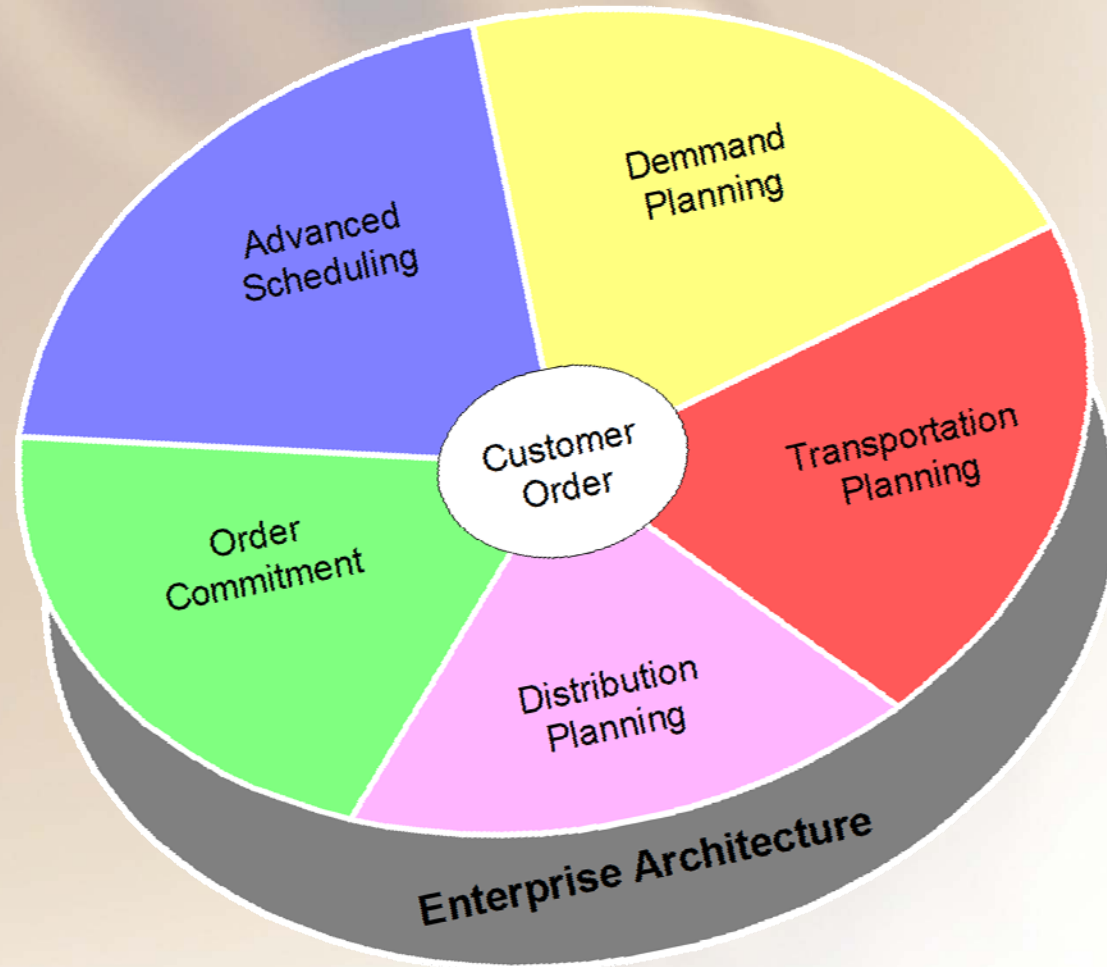


Supply Chain Execution

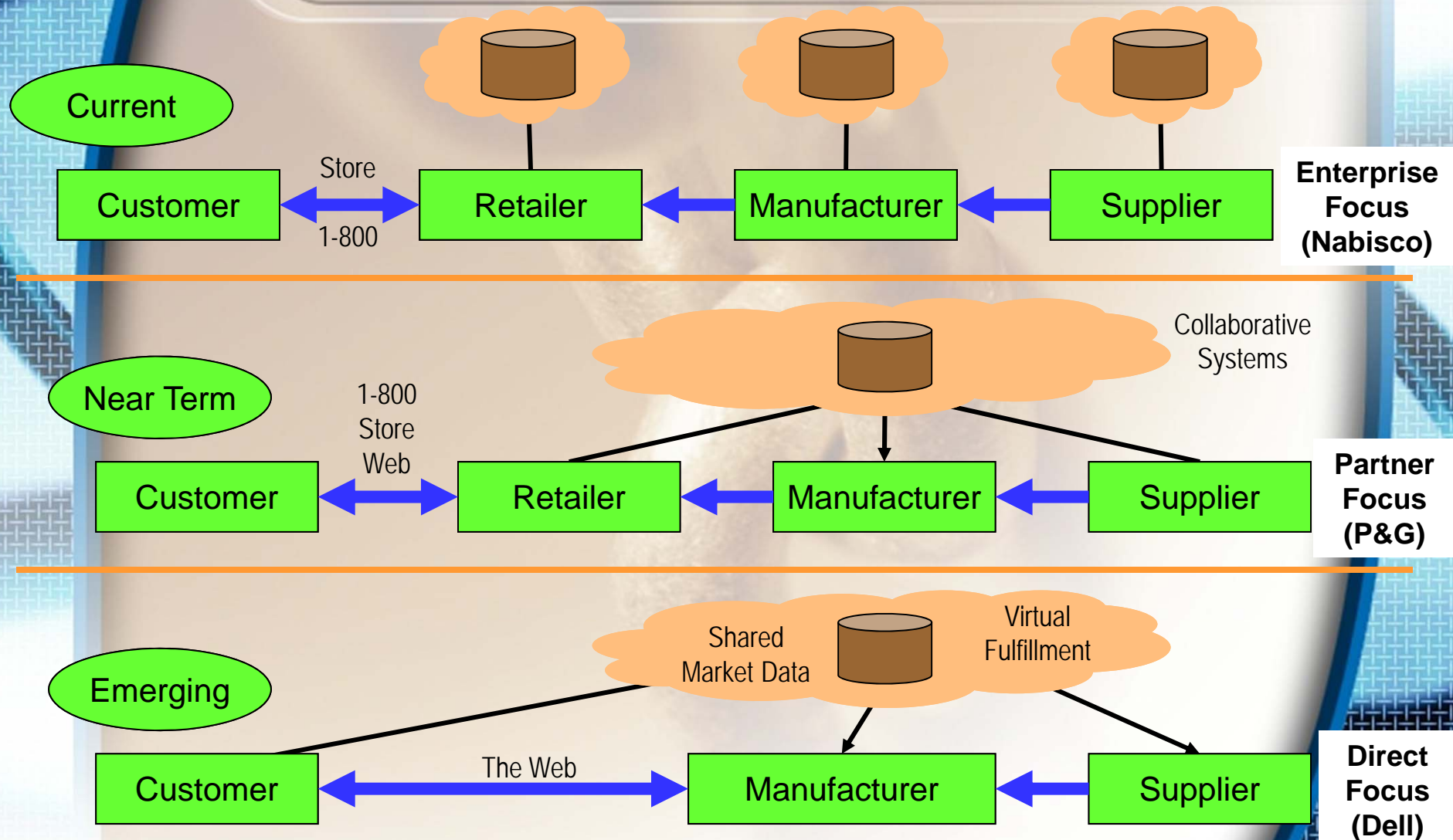
Evolution of Supply Chain Management



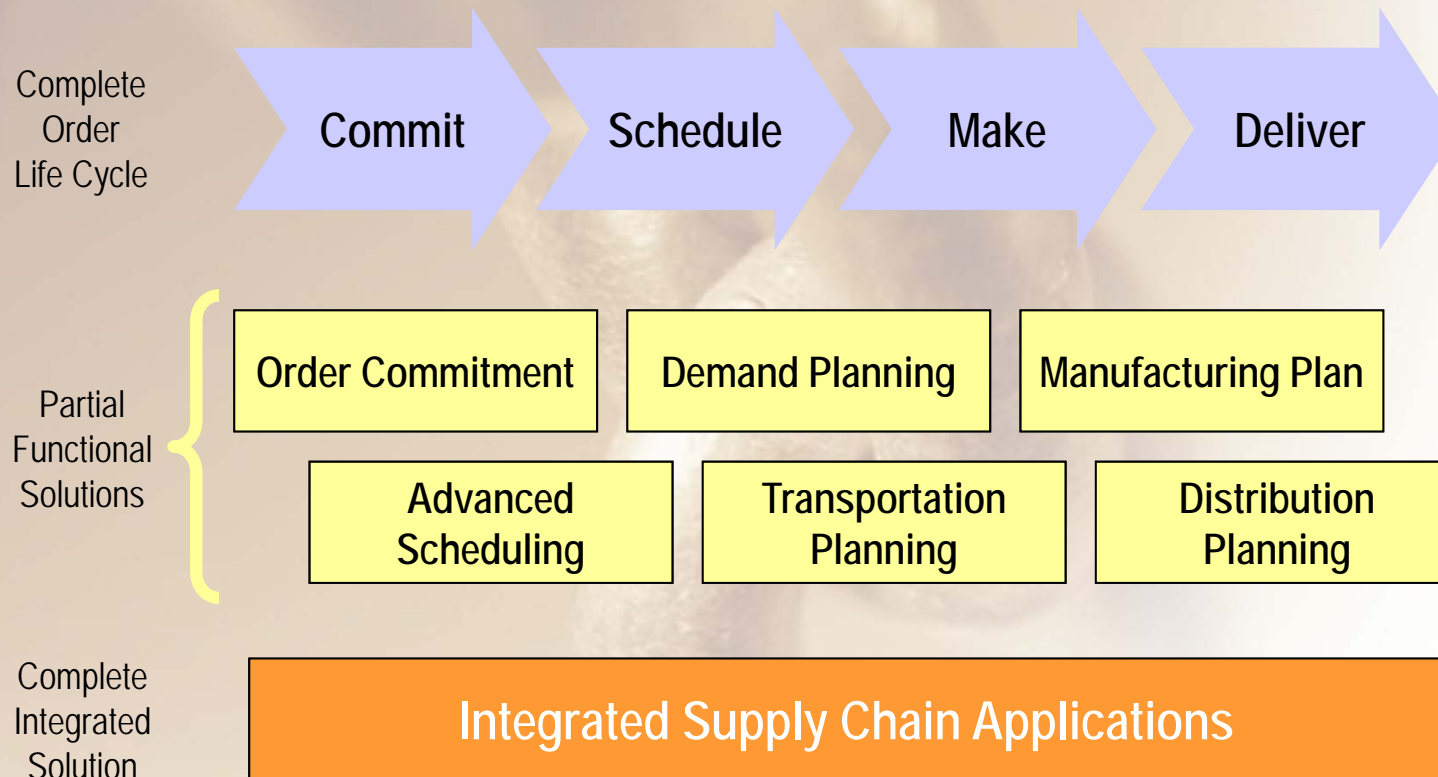
Element Supply Chain Planning



Strategi Supply Chain

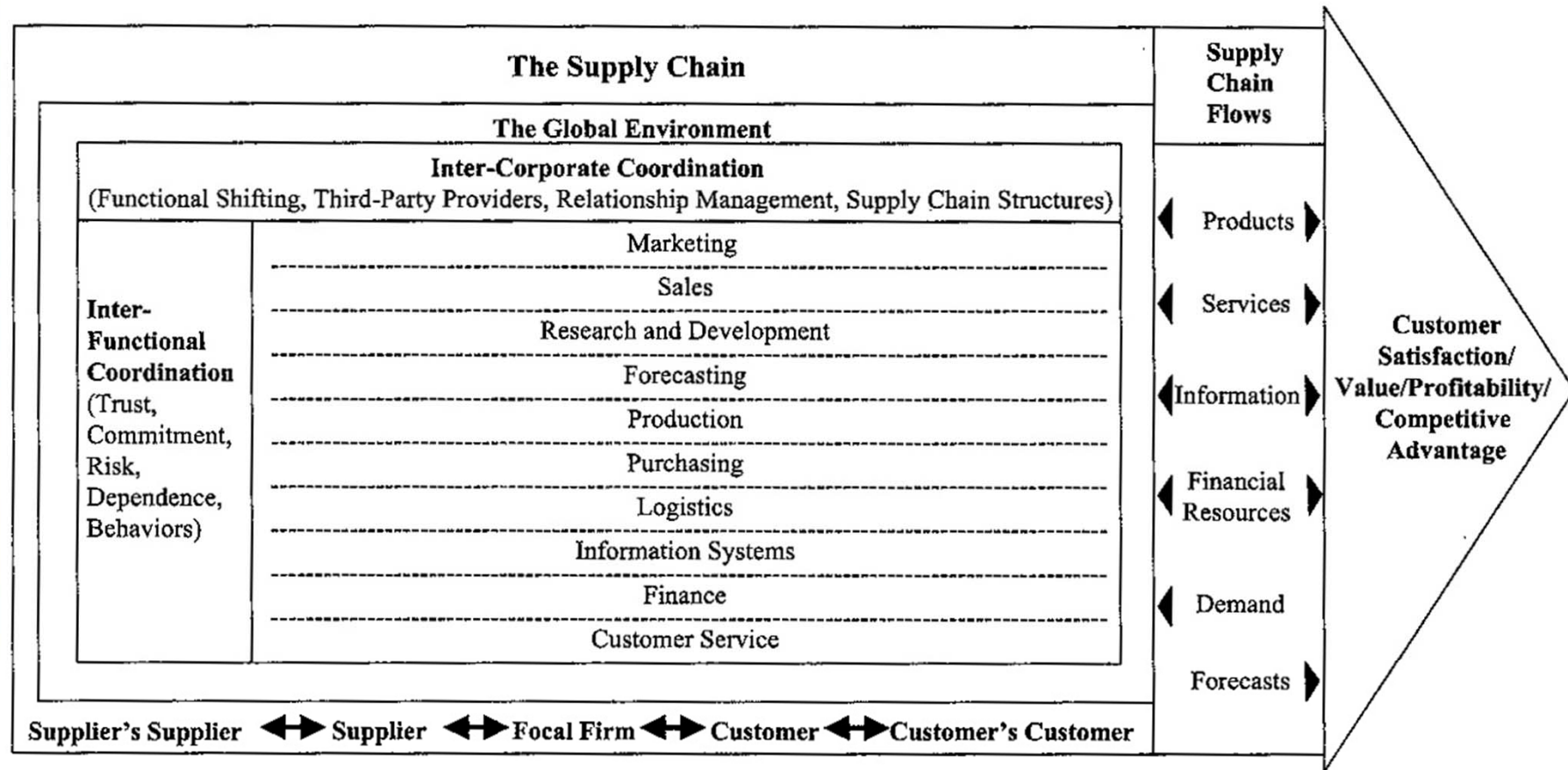


Arsitektur eSupply Chain



Cross - Functional Processes Breaking Down Enterprise Walls

Supply Chain Schematic



Aplikasi Piranti Lunak SCM

Major Functional Areas	Set of Key Activities in Each Functional Areas
Manufacturing	Engineering and product configuration, production planning and cost management, production execution and quality management
Logistics	Purchasing and order management, distribution, inventory and warehousing
Financials	General ledger, payables and receivables, billing, budgets and asset management
Marketing	Advertising, sales, order management, customer service and support and market research and strategy
HRMS	Payroll management, time and labor management, benefits administration and pension administration

Bullwhip Effect in SCM

- Upstream members must react to the demand
- Slightest change in customer demand can ripple through the entire chain

