



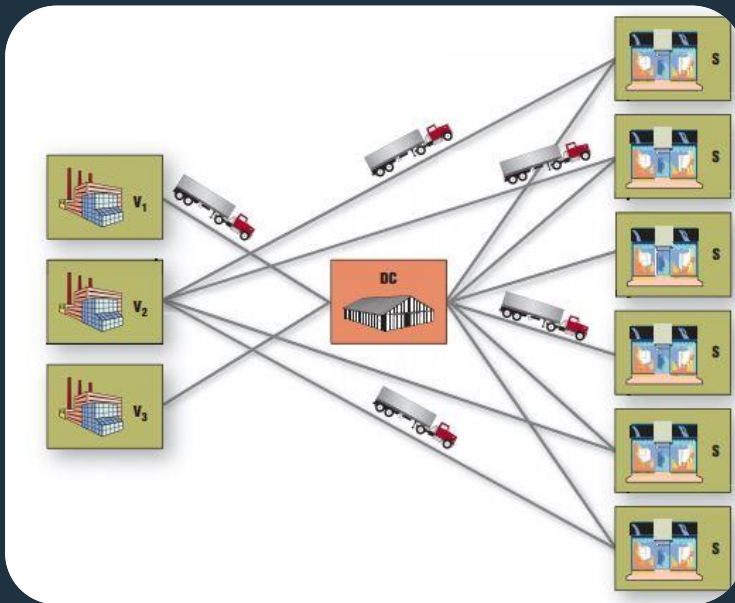
# SISTEM INFORMASI & RANTAI PASOKAN

## Pemasaran & Bisnis Ritel

Aryan Eka

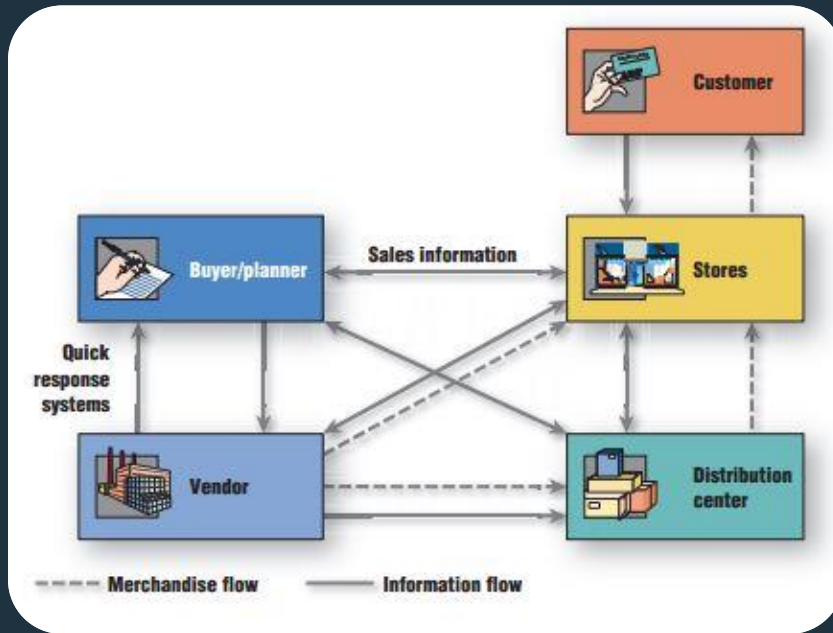
2023

# Illustration of a Supply Chain



FACTORY → SHIPMENT →  
DC → STORE

# Information and Merchandise Flows





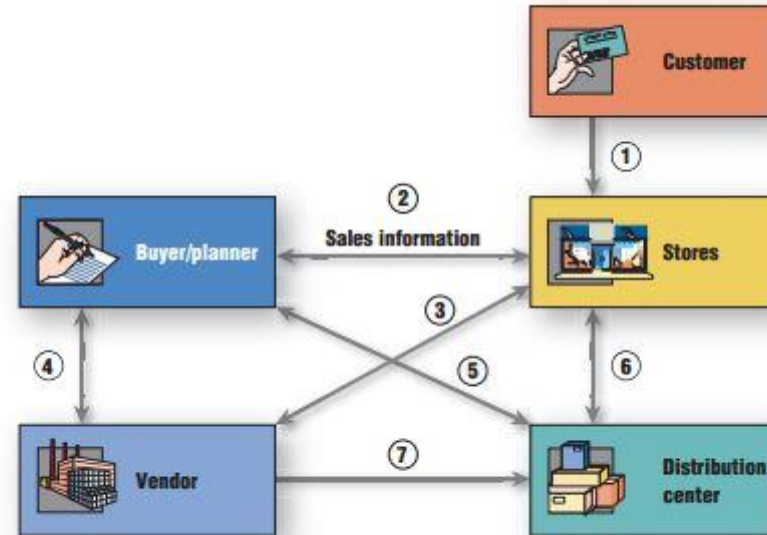


# Improved Product Availability

Efficient supply chain management provides two benefits to retailers and their customers: (1) fewer stockouts and (2) tailored assortments. These benefits translate into greater sales, lower costs, higher inventory turnover, and lower prices (markdowns) for retailers.



# Information Flows



# DISTRIBUTOR



No hands are needed to cross-dock merchandise. The automated conveyor systems move merchandise from the unloading area for a vendor's inbound truck to the loading area for a retailer's outbound truck going to its store.



## What is a customer?

- Customers are people who need your assistance.
- They are not an interruption to your job, they are the reason you have a job...



## CUSTOMER

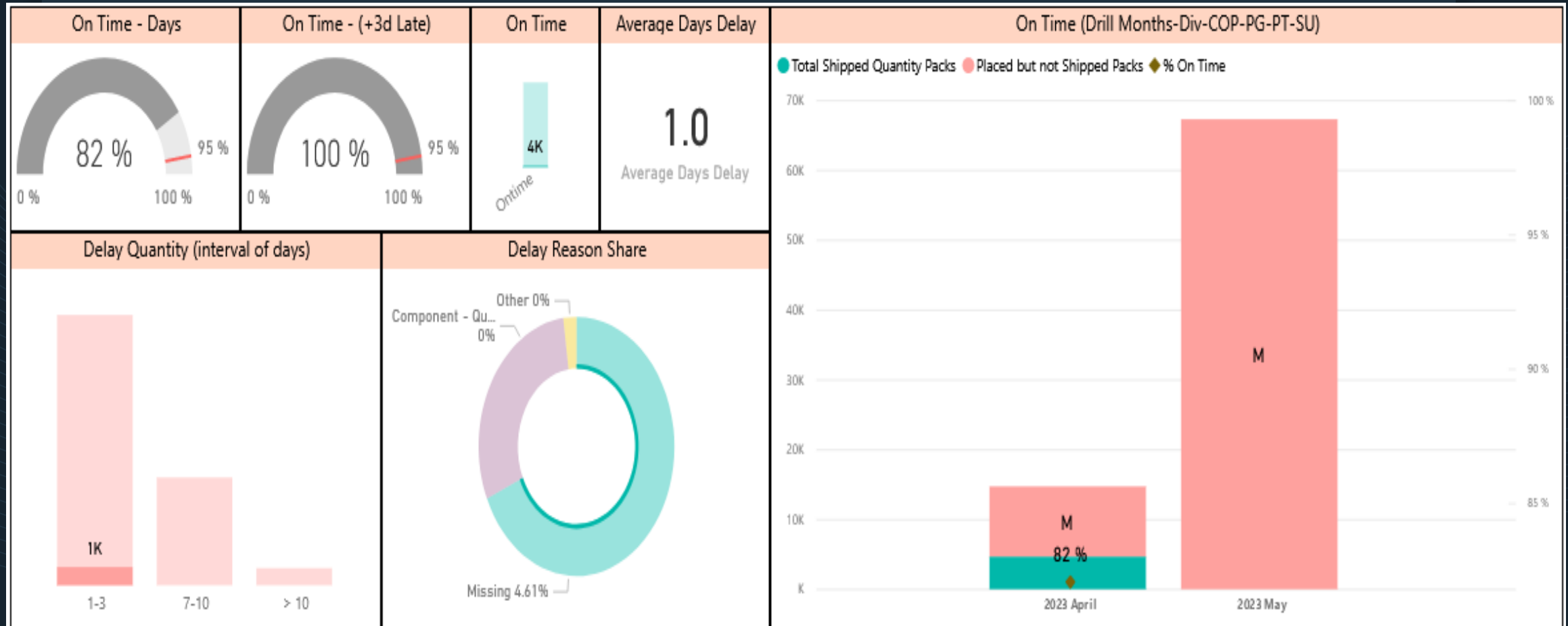




# CASE

During April ~ May, we proceeded shipment without any problem except 2 times OT.  
But, during these 2 times of OT process, our cargo was arrived at warehouse later than 12, and it recorded from buyer side as delayed order.  
(luckily, warehouse received this cargo for that WK shipment.)

As Cargo that arrived later than 10 pm (even though we got OT from buyer) , can be recorded with delay & can be affect on our business,  
Please don't assume that OT is the solution for delayed production .





# TASK

<https://www.antaranews.com/berita/3355458/guru-besar-ui-implementasi-internet-kunci-pendukung-kemajuan-ritel-ri>

Buka link tersebut kemudian berikan penjelasan kaitannya dengan artikel tersebut dan masalah yang menghambat implementasi internet yang menjadi kunci kemajuan ritel !



# REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



# THANK YOU!

Do you have any questions?

