



# SISTEM INFORMASI & RANTAI PASOKAN

Pemasaran & Bisnis Ritel  
Rabu, 24 Mei 2023

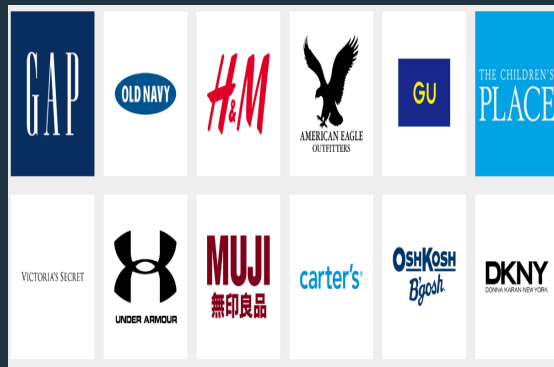
Dita Silviana S.E

2023

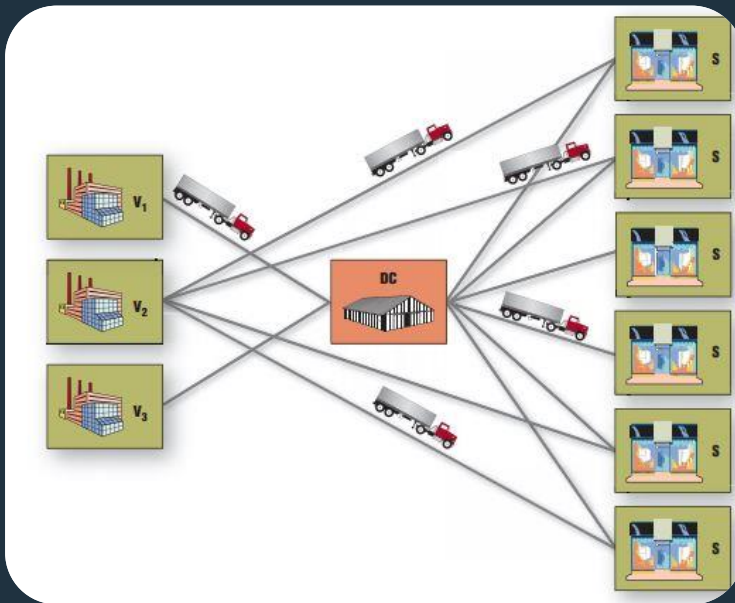


CEO

MENCHENDISER

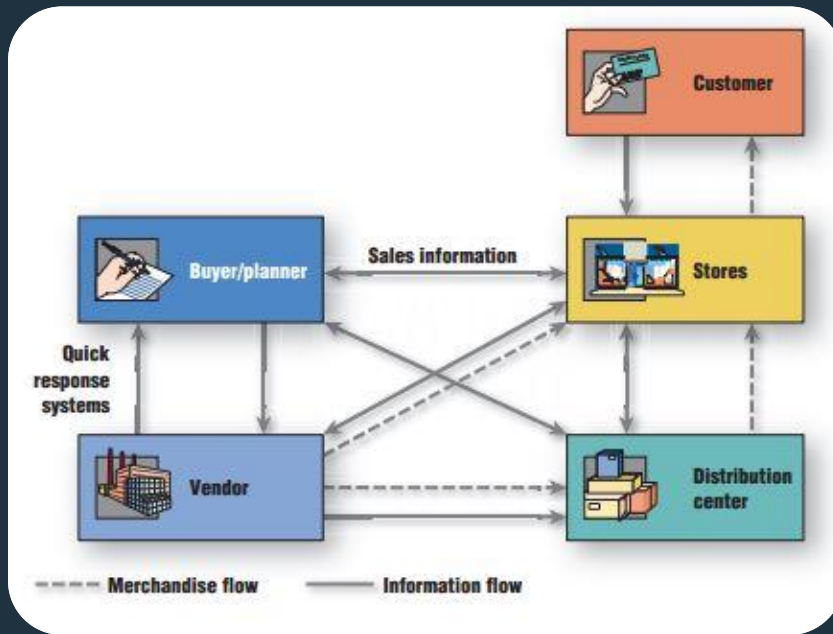


# Illustration of a Supply Chain



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.

# Improved Product Availability

H & M Hennes & Mauritz AB

XSTO: HM B

OVERVIEW

FINANCIALS

145.32 SEK ▲ +1,18 (+0,82%) today

22 May 5:22 pm CEST · Market Closed

Day

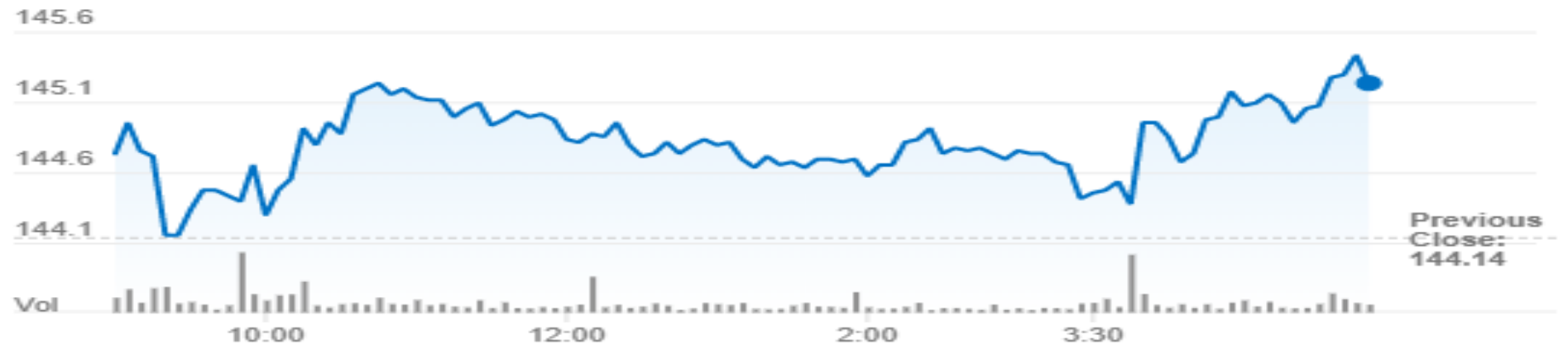
Week

Month

Year

5 Year

Max







Open	144.80	P/E	61,54	Vol	982,57 K
High	145.46	52wk High	229.50	Avg Vol	2,19 M
Low	144.04	52wk Low	98.20	Mkt Cap	210,54 B

# Quality Callout from Buyer → CLAIM ISSUE

Roselyn Blouse/Iris Fluid Blouse/Tutan/Miley Piping LL PJ

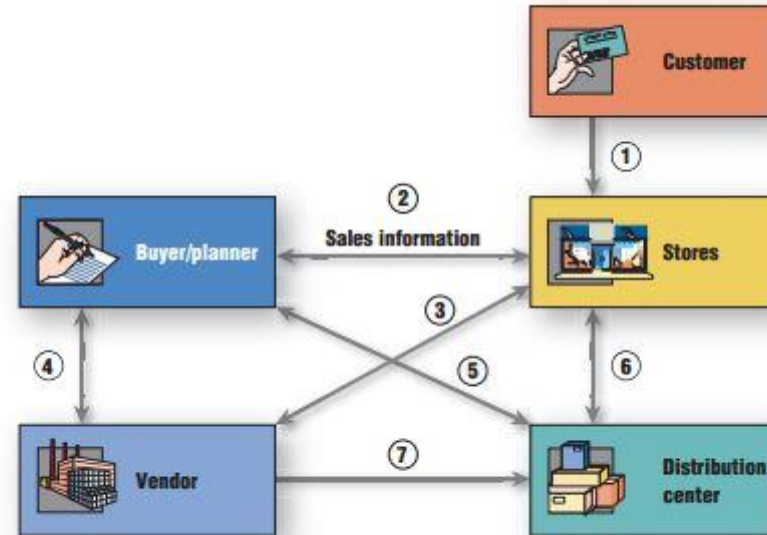


## Quality Callout

ISSUE FOUND	PICTURE
<div>1. Uncut Thread End</div> <div>2. Puckering</div>	<div><div>Style : Roselyn blouse O/N : 251088</div></div> <div><div>Style : Tutan O/N : 254115</div></div>
	<div><div>Style : Iris fluid blouse O/N : 320295</div></div> <div><div>Style : Miley piping LL PJ O/N : 408947</div></div>



# Information Flows



GAP

OLD NAVY

H&M



AMERICAN EAGLE  
OUTFITTERS

GU

THE CHILDREN'S  
PLACE

VICTORIA'S SECRET



UNDER ARMOUR

MUJI  
無印良品

carter's

OSH KOSH  
B'gosh.

DKNY  
DONNA KARAN NEW YORK

BUYER



to Match Custom's Needs



VENDOR



聚陽實業股份有限公司  
MAKALOT INDUSTRIAL CO., LTD.



# HANSAE

Since its establishment in 1982, Hansae Co., Ltd. has maintained consistent growth through specialized apparel exports and stable internal management, and has grown as a corporation with stable and profitable financial structure.

Currently, we have 14 global corporations in 7 countries (USA, Vietnam, Nicaragua, Guatemala, Indonesia, Myanmar and Haiti) and over 600 people in our headquarters and 35,000 people working in New York and other manufacturing locations. 2020 marks the 38th anniversary of Hansae's establishment. Hansae will become an innovative fashion design company by transition from an OEM-ODM specialized company into a 'Global fashion specialized company'.

We deeply appreciate your interest and support to Hansae Co., Ltd. We will strive to become the world's leading fashion business that inspires dreams and contributes to our society.

May your home be filled with joy and health, and we hope all your wishes come true.



# 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.



# STORE CUSTOMER





## 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...



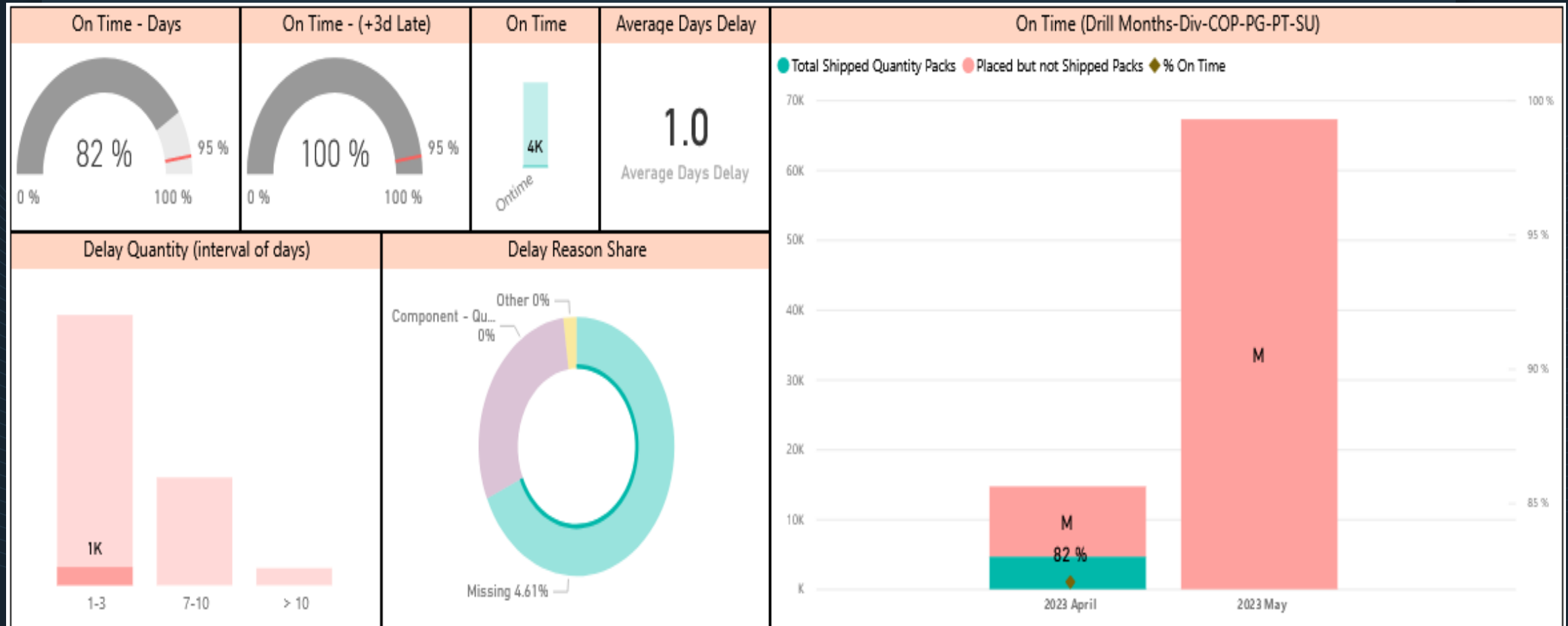
## CUSTOMER



# 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 .

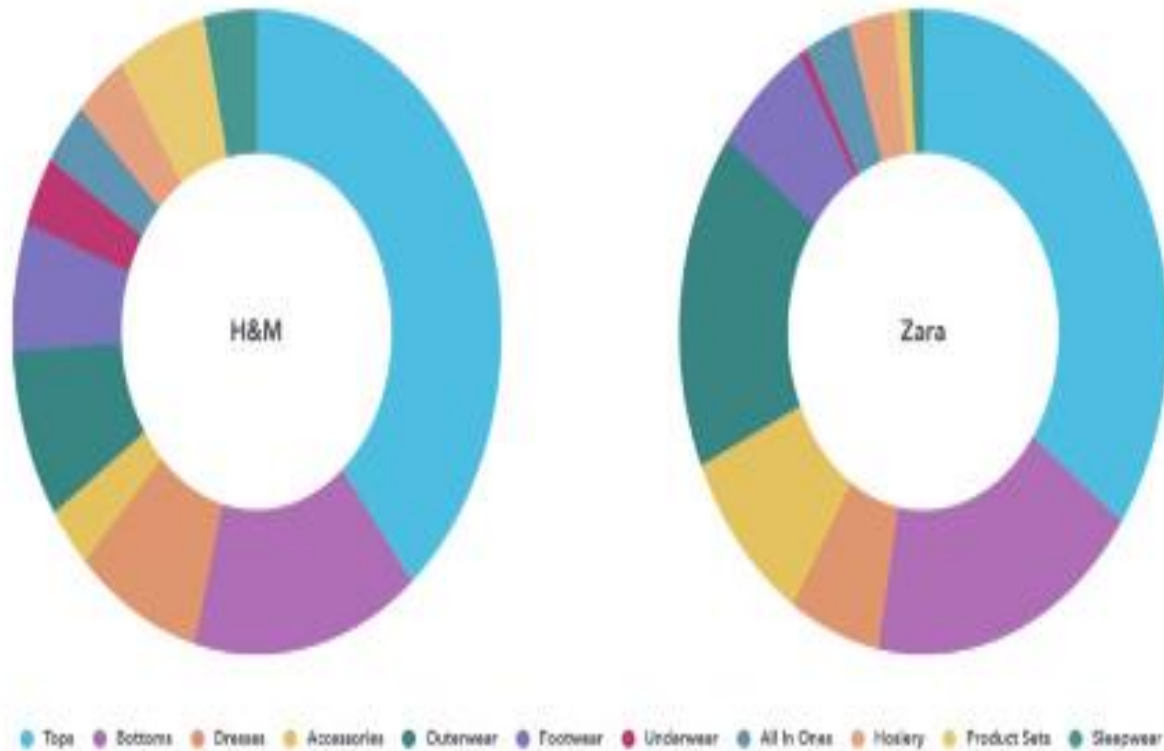




# CASE → STOCK ON STORE

## Top performing category breakdown at H&M vs. Zara

Based on products arriving new and selling out of majority SKUs in the US between Sep 8 - Dec 8, 2020





# 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?

