



# Segmentasi Rantai Pasokan

# Product segmentation

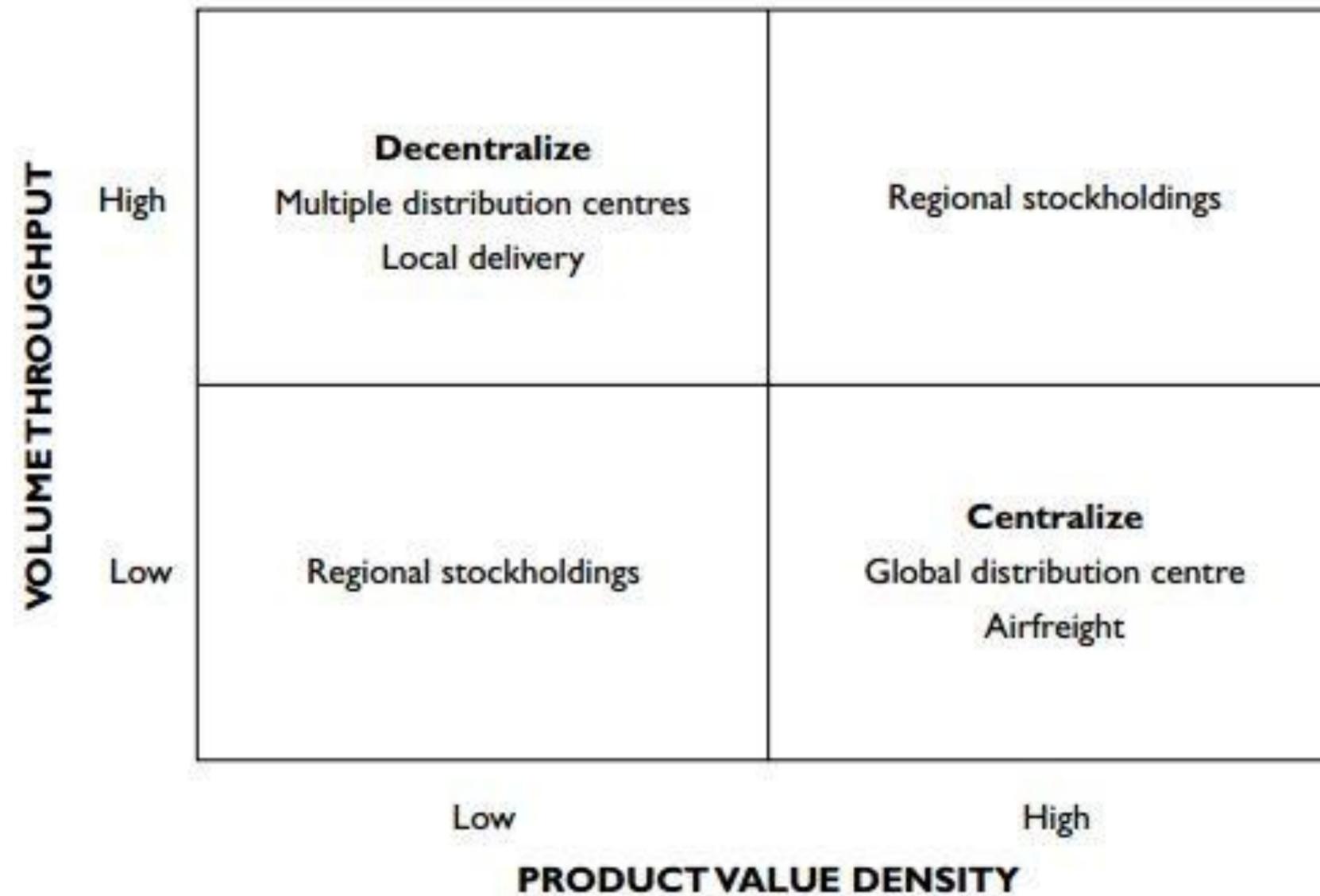


Such product characteristics are often an important basis for supply chain segmentation. Examples include:

- Size: the size of the product (or the total order) may determine whether it is best suited to be delivered via a palletized delivery network or by parcel carrier or by post. Another example is where large items, such as beds or sofas, require two people to unload and, in such instances, it is often found more cost effective to set up a separate network just for large bulky items, rather than having two people in a vehicle for all deliveries.
- Temperature regime: there are three main temperature regimes for food products, namely frozen (about  $-18$  to  $-25^{\circ}\text{C}$ ), chilled (about  $+2$  to  $+5^{\circ}\text{C}$ ) and ambient (normal outside) temperatures. These often form the basis for segmented supply chains,



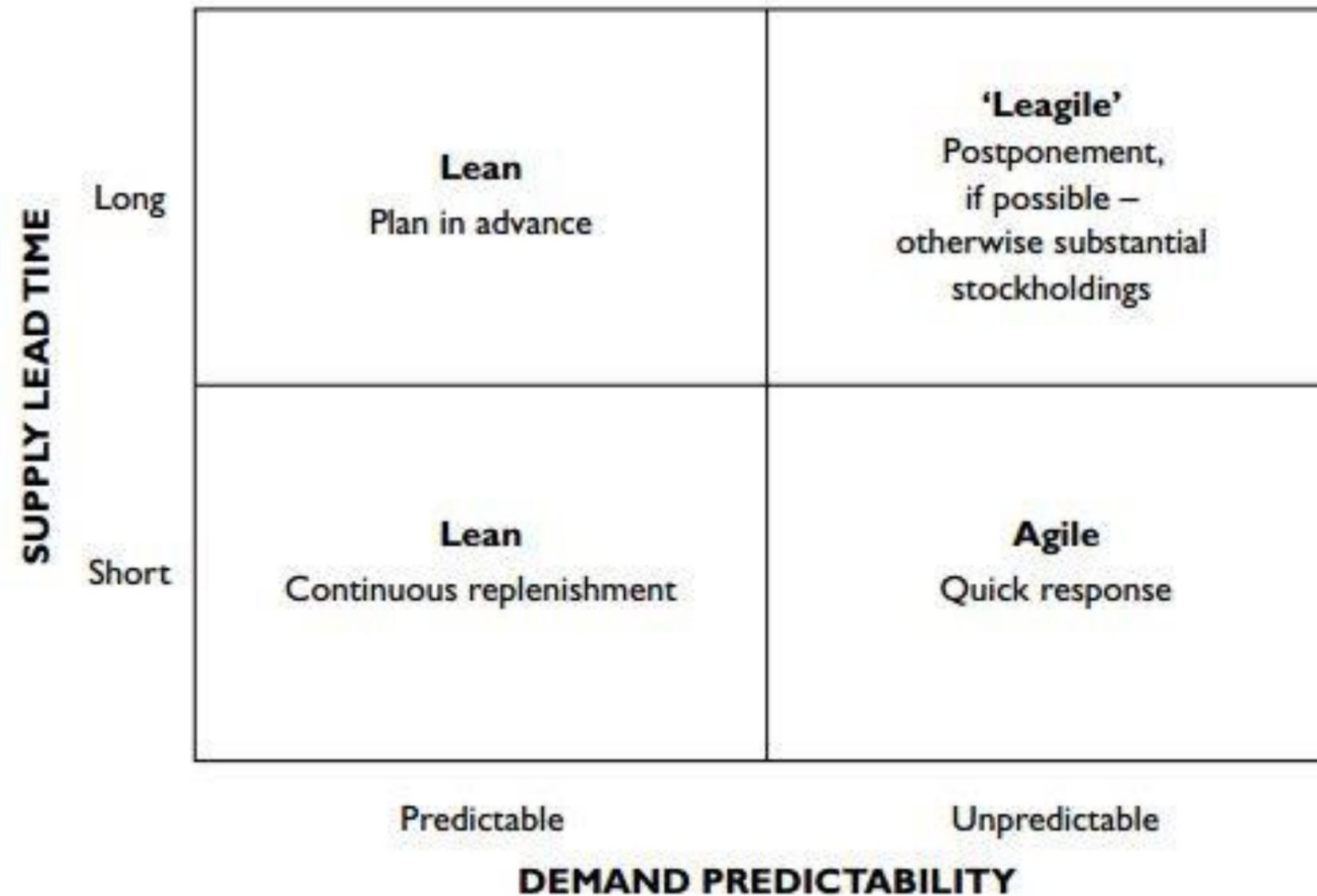
- Bulk: some products are well suited to bulk handling (eg liquids, powders and granules) and therefore require specialist storage, handling and transport facilities.
- Hazard: hazardous goods may require a separate supply chain so that all the necessary safety measures can be implemented.
- Contamination: even where goods are not hazardous, they may be able to contaminate other products (eg by their smell).



Source: adapted from Lovell, Saw and Stimson (2005)

**Figure 8.1** Segmentation by throughput and value density

# Demand and supply segmentation



Source: adapted from Christopher et al (2006)

**Figure 8.2** Segmentation by demand and supply characteristics

# Marketing segmentation



There are many categorizations of marketing segments but one such classification is as follows:

- Geographic: the location of the customer, eg by continent, country, region or urban/rural.
- Demographic: populations are often broken down into categories according to such factors as age, gender, income, home/car ownership, employment and ethnic origin.
- Psychographic: this form of segmentation is concerned with the interests, activities and opinions of consumers, and is often related to lifestyles.
- Behaviouristic: this relates to how consumers behave, in terms of, for example, how frequently they buy certain products and whether they remain loyal to particular brands.
- Firmographic: in the case of industrial customers, a common form of segmentation is by such factors as turnover, number of employees and industry sector.



Behaviouristic segments may also be very important for supply chain design. For example, Gattorna (2006) used personality types to investigate buying behaviours, particularly of commercial customers, and identified four common categories:

- Collaborative: this is where customers are seeking a close working relationship whereby both parties may benefit. It is a common behaviour when dealing with mature products where demand is fairly predictable and is often associated with a supply chain design using continuous replenishment principles.
- Efficient: this is commodity-type buying where price tends to be the 'order winner'. A lean supply chain at minimum cost is therefore suited to this segment.
- Demanding: in this segment, a rapid response is needed, often to cope with unpredictable supply and demand situations. An agile type of supply chain is therefore required.
- Innovative: this tends to be where the customer is continually seeking new developments and ideas from suppliers. The latter therefore need to be innovative in terms of supply chain solutions and fully flexible in their response.

# Combined segmentation frameworks



Most segmentation policies involve some combinations of the various frameworks described above. For example, one that has been proposed (by Childerhouse, Aitken and Towill, 2002) has been named ‘dvw’ with the key factors being as follows:

- Duration: this refers to the length and stage of the product life cycle and may be related to Fisher’s ‘innovative’ and ‘functional’ product segments.
- Window: this is the time window for delivery or the delivery lead time that is required.
- Volume: this relates to the Pareto volume classification, ie whether the products are fast or slow moving.
- Variety: this relates to the product range, particularly in terms of the number of individual SKUs (eg colours, forms, sizes, etc).
- Variability: this relates to demand variability and unpredictability.

# implementation



It should be noted that there are a number of different elements involved in designing a supply chain, such as:

- sourcing (eg local supply, 'near-shoring', or 'off-shoring');
- distribution network (eg the number, location and role of warehouses);
- transport modes (eg road, rail, sea or air freight).



# REFLEKSI



**Informasi penting hari ini**

**Manfaat penting dari informasi penting hari ini**

**Tindak lanjut yang dapat saudara lakukan**



# Thank you!

Any questions?