



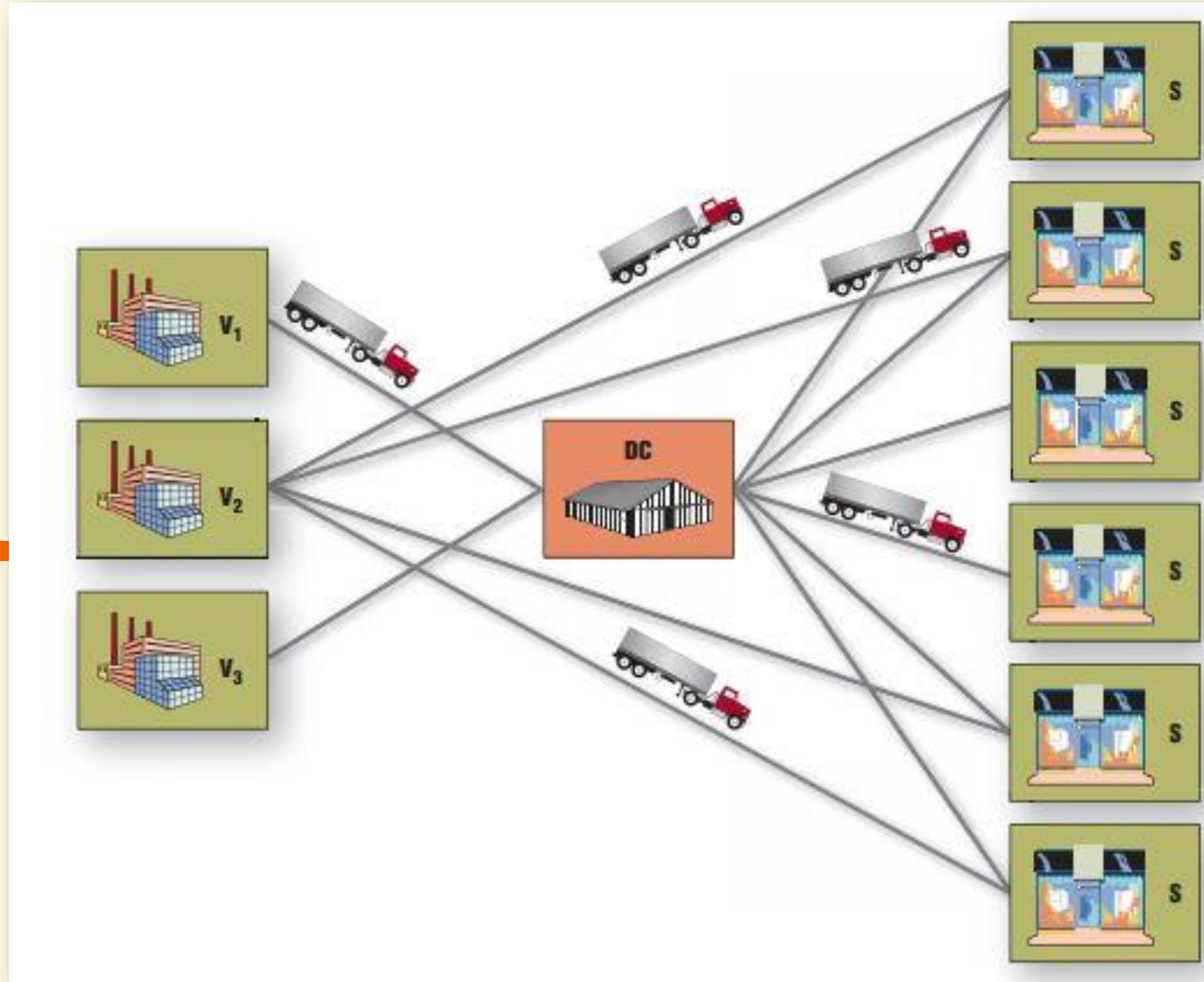
SISTEM INFORMASI & RANTAI PASOKAN

MANAJEMEN BISNIS RITEL
2020

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Illustration of a Supply Chain

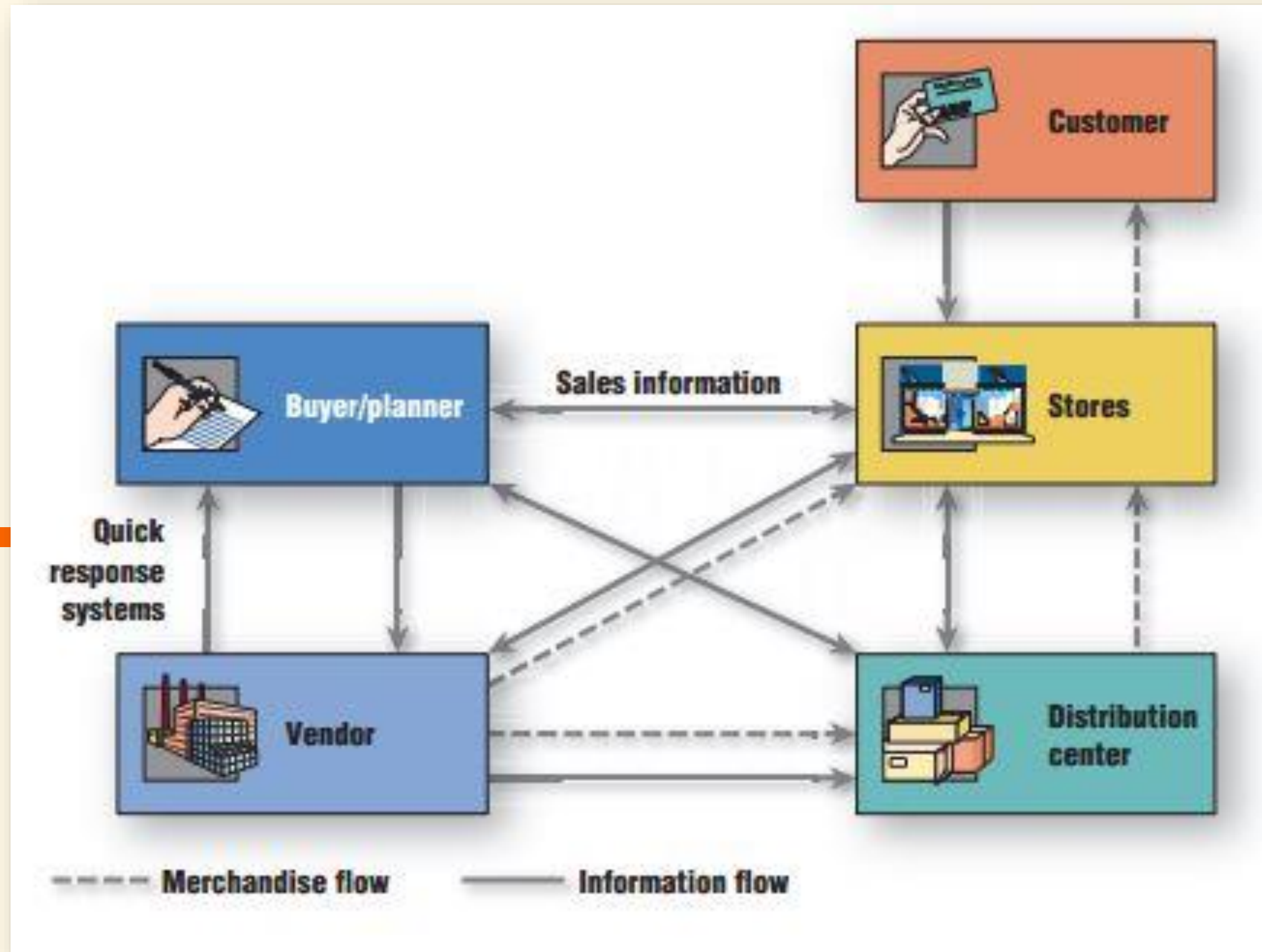
2



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.

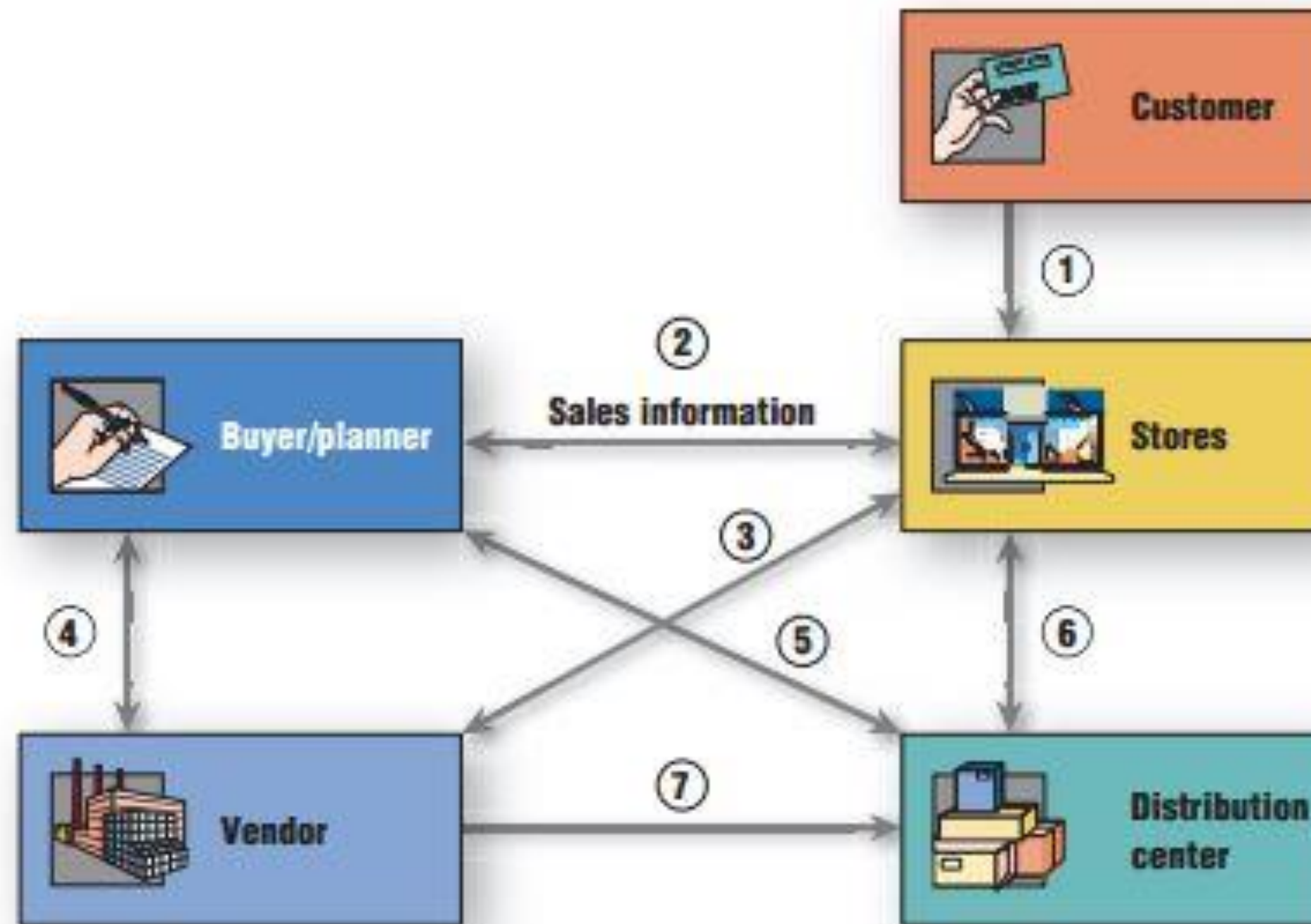
Information and Merchandise Flows

4



Information Flows

5





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.



Dolly Madison's baked goods are delivered directly to the retailer's store, bypassing the DC, ensuring that customers can get the freshest merchandise.

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

Thank You!

Any Questions?