



Proses Logistik

the importance of logistics processes



The reason that logistics processes have been highlighted in recent years is because there has been a move towards a broader, holistic view of logistics rather than the traditional functional view

Functional process problems



Typical functional errors might be:

- incorrect transcription of the original order requirements;
- incorrect notification of availability;
- incorrect selection or picking of the order;
- damage to the goods;
- late delivery;
- delivery to an incorrect address;
- invoicing to the incorrect address.

Cross-functional process problems



In addition, there might also be errors and delays associated across the functional boundaries. Examples might include:

- Order taking may be delayed because another function has to check stock availability.
- Stock may appear to be available but is actually pre-allocated to another customer.
- Order details may be incorrectly transcribed when moved from one information system to another.
- Credit control may delay the progress of the order – but the customer may not be informed.

Logistics process types and categories

Key logistics processes



- *Order fulfillment.*
- *New product introduction.*
- *New product development*
- *Product returns.*
- *Afermarket or service parts logistics.*
- *Information management.*



There are other associated processes that could also be relevant, such as:

- supplier integration;
- quality;
- strategic management;
- maintenance;
- human resource management;
- environmental management.

Process categorization

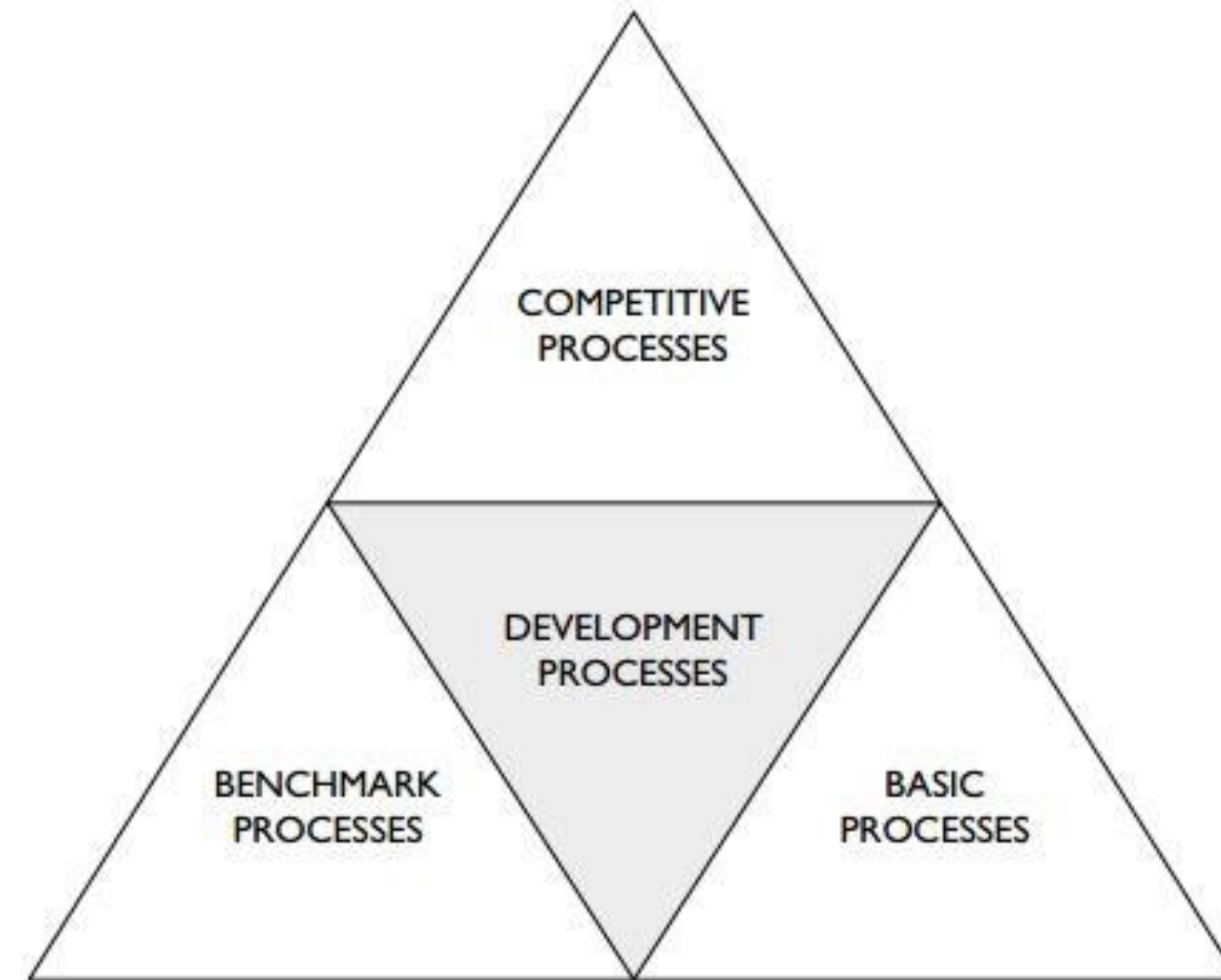


Figure 7.1 The process triangle – used to help differentiate the type and importance of the various processes within a company, and to identify which processes need to be redeveloped



1. *Basic processes*: those processes that are not really recognized as essential to a business but are nevertheless a prerequisite.
2. *Benchmark processes*: those processes that are seen to be important to the customer and must be of at least an acceptable standard even to begin to compete satisfactorily in a given market.
3. *Competitive processes*: those processes that are of direct significance to the competitive arena. Good practice and excellence in these processes will provide a competitive edge and ensure that the company is active and successful through its logistics operations.



It would be difficult for any company to develop a suitable process to cover all possible contingencies. Thus, it is useful to understand some of the main methods of differentiating between the various factors that are fundamental to most logistics operations. Processes can then be developed to suit different requirements. Typical differentiating factors will include:

- *market segmentation*: there may be different requirements for different sectors – engineering, automotive, chemicals, etc;
- *customer types*: these may vary between, for example, industrial and consumer, or international, national and local;
- *product groups*: these may be broken down according to a variety of categories, dependent on the industry – household, industrial, consumer, or hardware, software, spares, etc;
- *customer service requirements*: these may vary between same day, next day, normal, special, etc;
- *order type*: these could be made to order, off the shelf, postponement (partial production);
- *channel type*: these could be direct, via depot, via wholesaler.

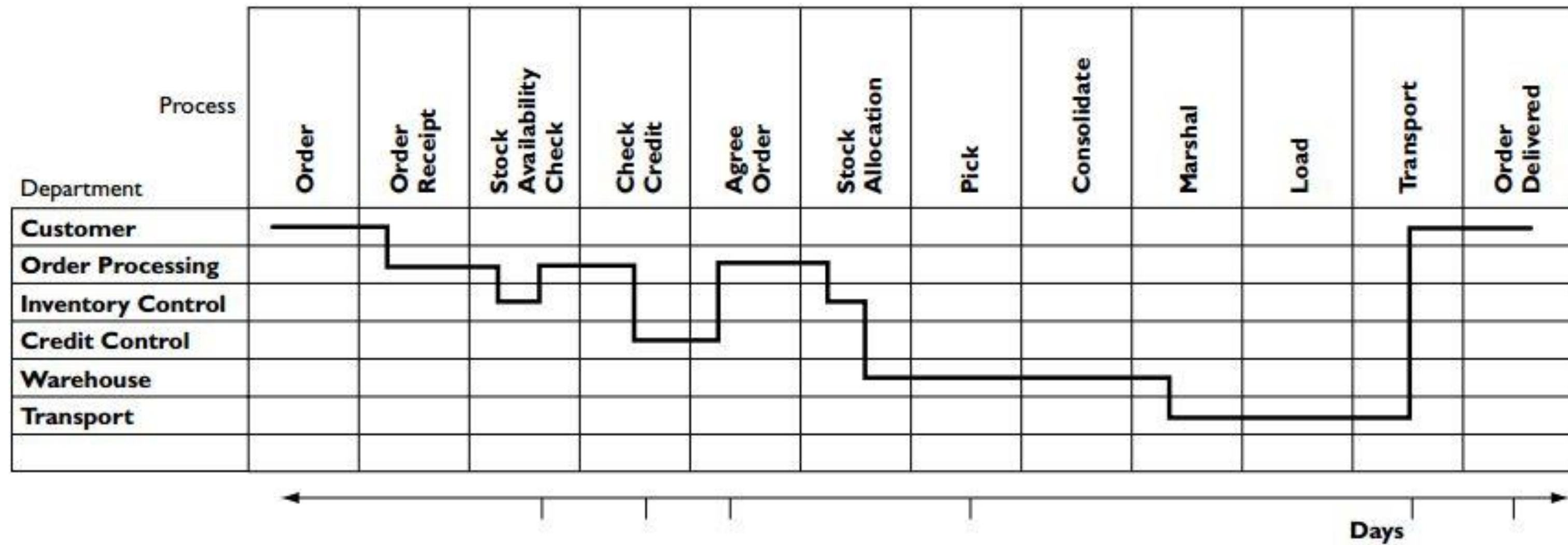


Figure 7.6 A matrix process chart





REFLEKSI



Informasi penting hari ini

Manfaat penting dari informasi penting hari ini

Tindak lanjut yang dapat saudara lakukan



Thank you!

Any questions?