

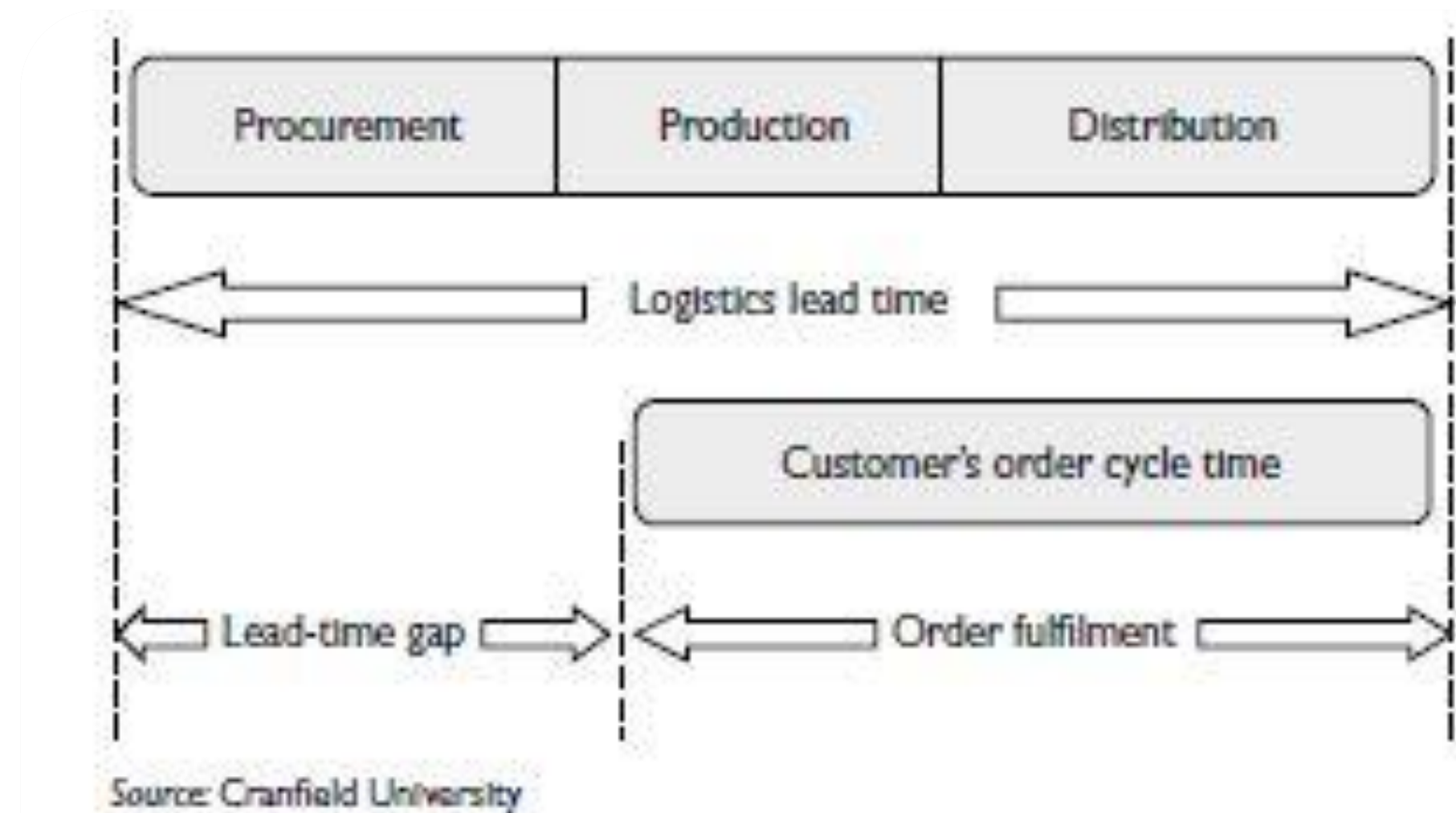


PERSEDIAAN & RANTAI PASOKAN

Problems with traditional approaches to inventory planning

- Demand is not as predictable as it may once have been.
- Lead times are not constant – they can vary for the same product at different order times.
- Costs can be variable. Order cost relationships have changed with the introduction of automatic and electronic data interchange (EDI) related ordering procedures.
- Production capacity can be at a premium; it may not always be feasible to supply a given product as and when required.
- Individual products are closely linked to others and need to be supplied with them, so that 'complete order fulfilment' is achieved.

The lead-time gap



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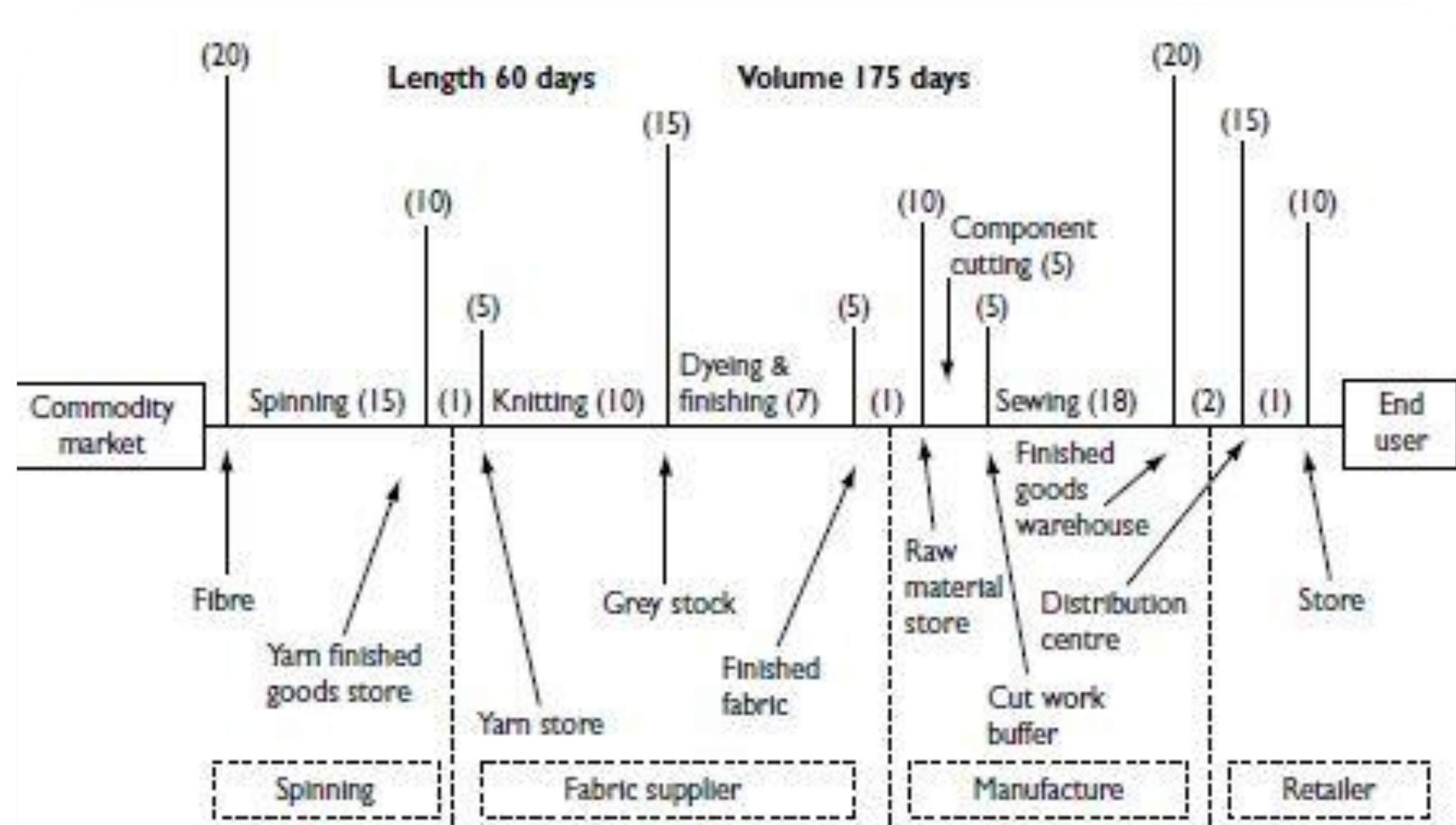
The lead-time gap

Source: Cranfield University

Inventory and time

- High levels of inventory are used by many companies to hide a number of problems that occur throughout the supply chain.

Analysing time and inventory



Source: Scott and Westbrook (1991)

Figure 14.3 An example of a supply chain map showing inventory mapped against time

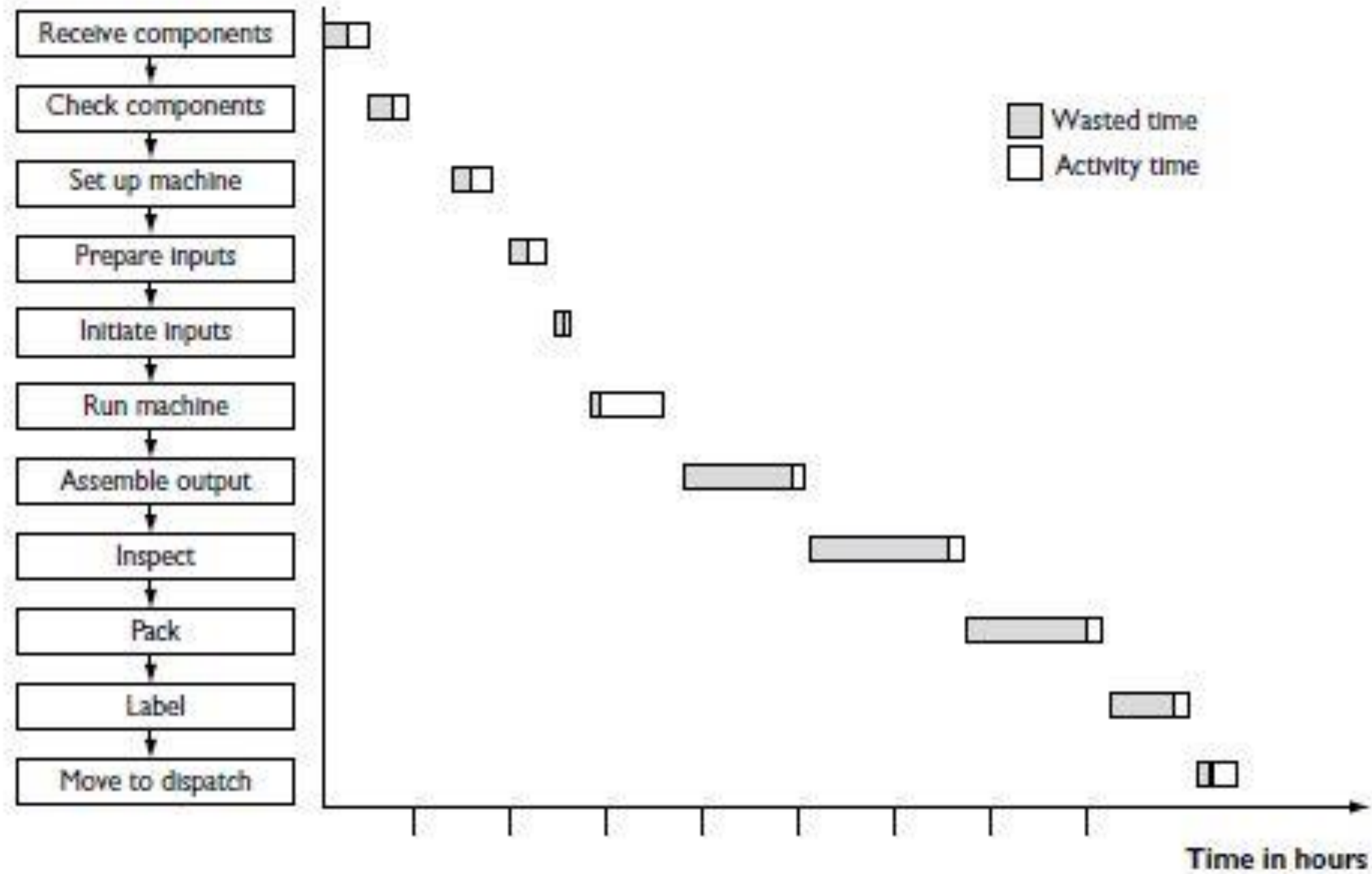


Figure 14.4 Time-based process mapping

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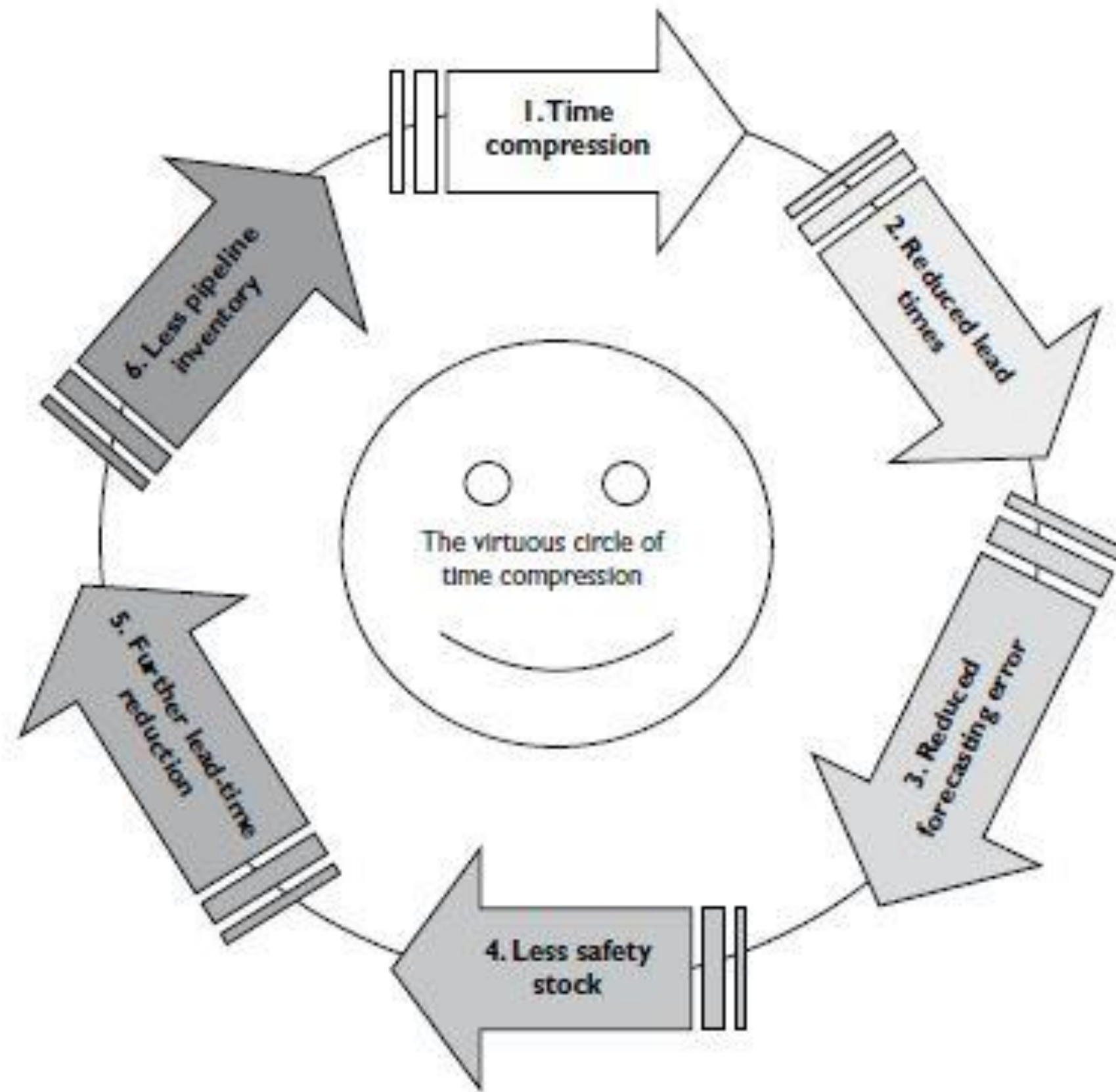


Figure 14.5 The virtuous circle of time compression

Inventory planning for retailing

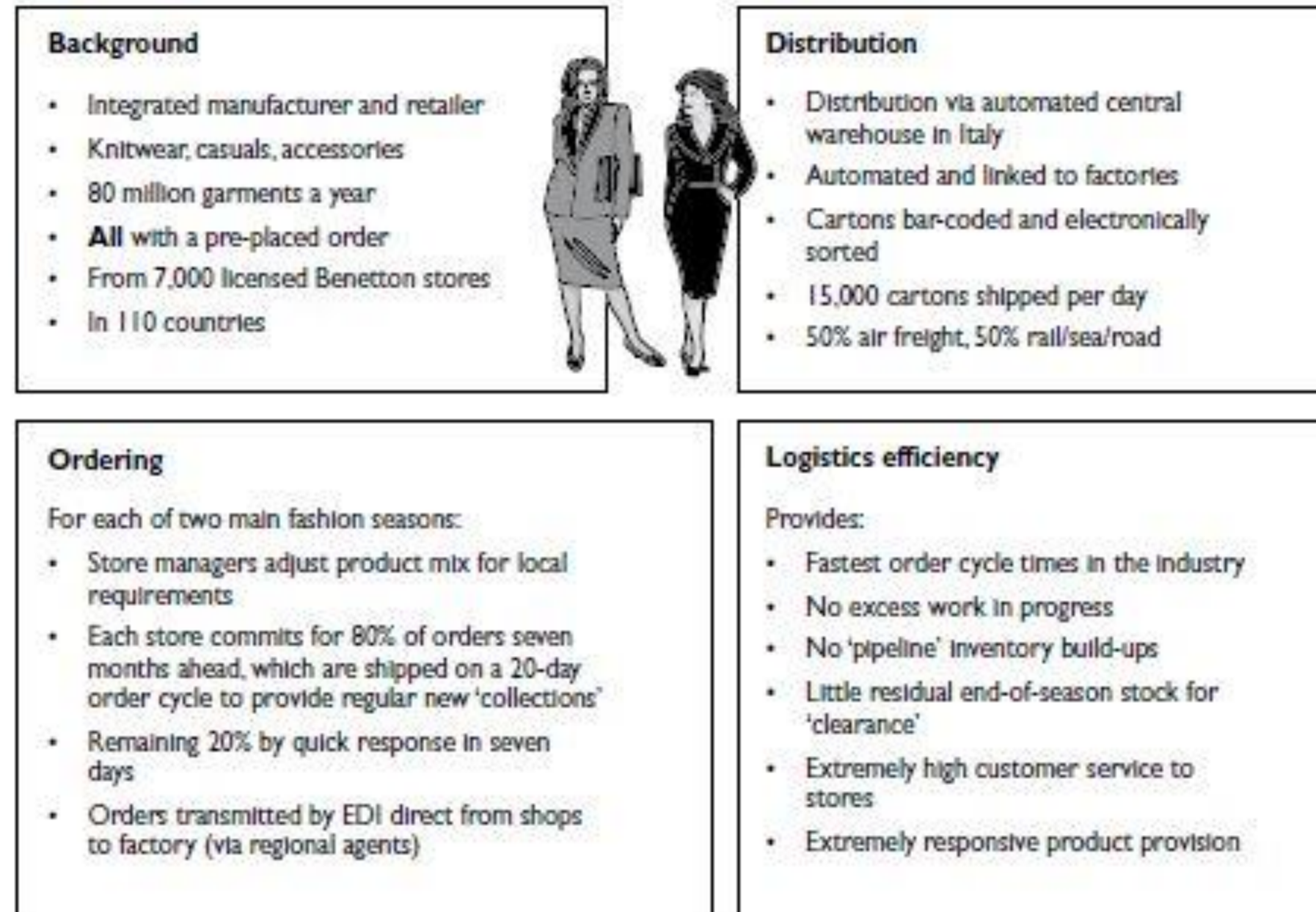


Figure 14.6 The Benetton Group: initial quick response system

- There are four key strategies in the use of ECR. These are the areas that companies believe should improve significantly:
- 1. Replenishment – to get the right product into store at the right time, etc.
- 2. Store assortment – ensuring the right mix of products in the store to maximize consumer satisfaction.
- 3. Promotion – to link trade promotions with retail availability.
- 4. New product introduction – streamlining all processes to get new products to the consumer more quickly



REFLEKSI



Informasi penting hari ini

Manfaat penting dari informasi penting hari ini

Tindak lanjut yang dapat saudara lakukan



Thank you!

Any questions?