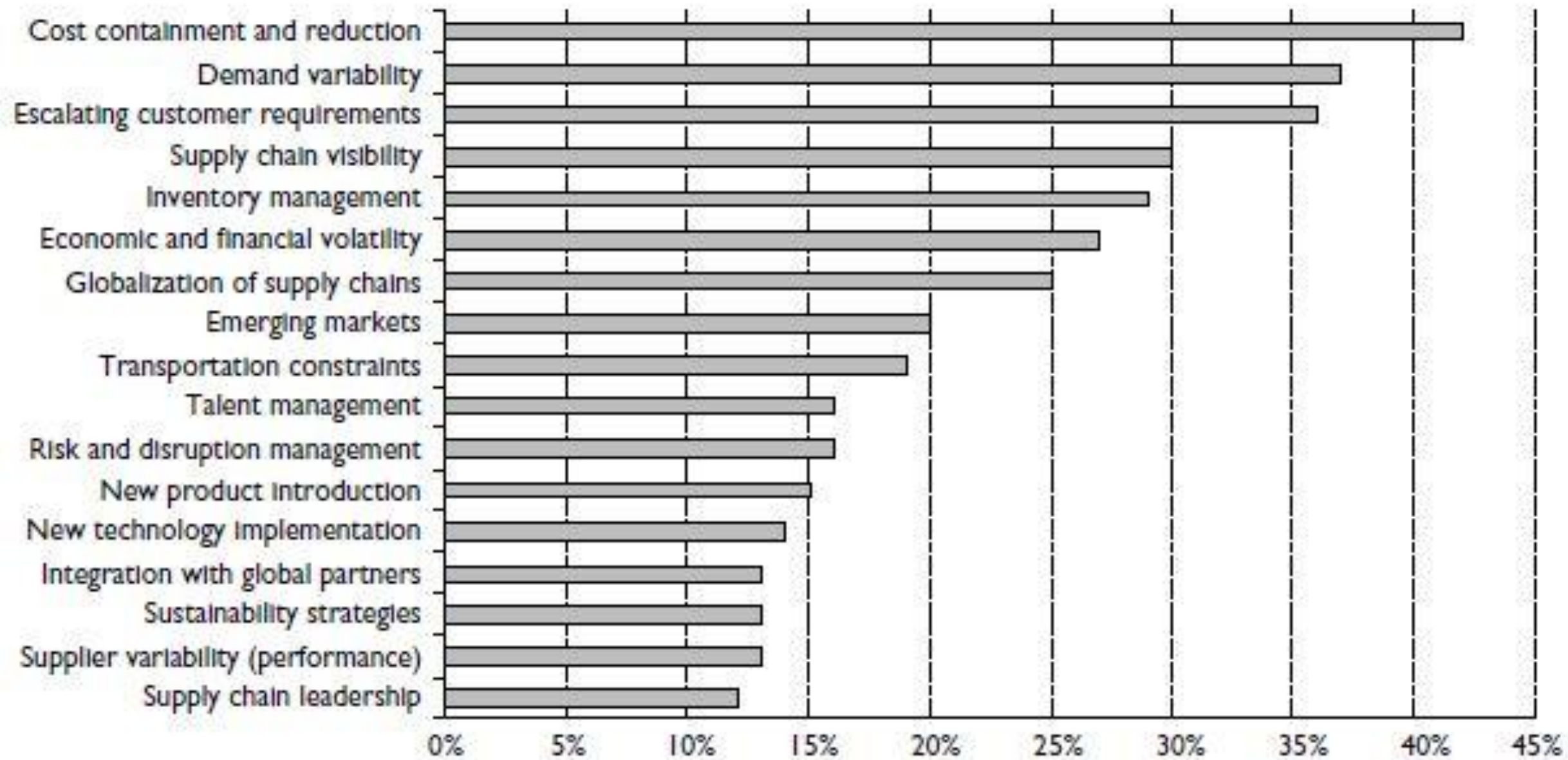




# ISU PENTING SALURAN DISTRIBUSI DAN LOGISTIK

These different issues are introduced with regard to their key influence at various points along the supply chain. The broad categorizations are:

- the external environment;
- manufacturing and supply;
- logistics and distribution;
- retailing;
- the consumer.



Source: Eyefortransport (2012c)

**Figure 5.1** The biggest challenges driving the supply chain agenda

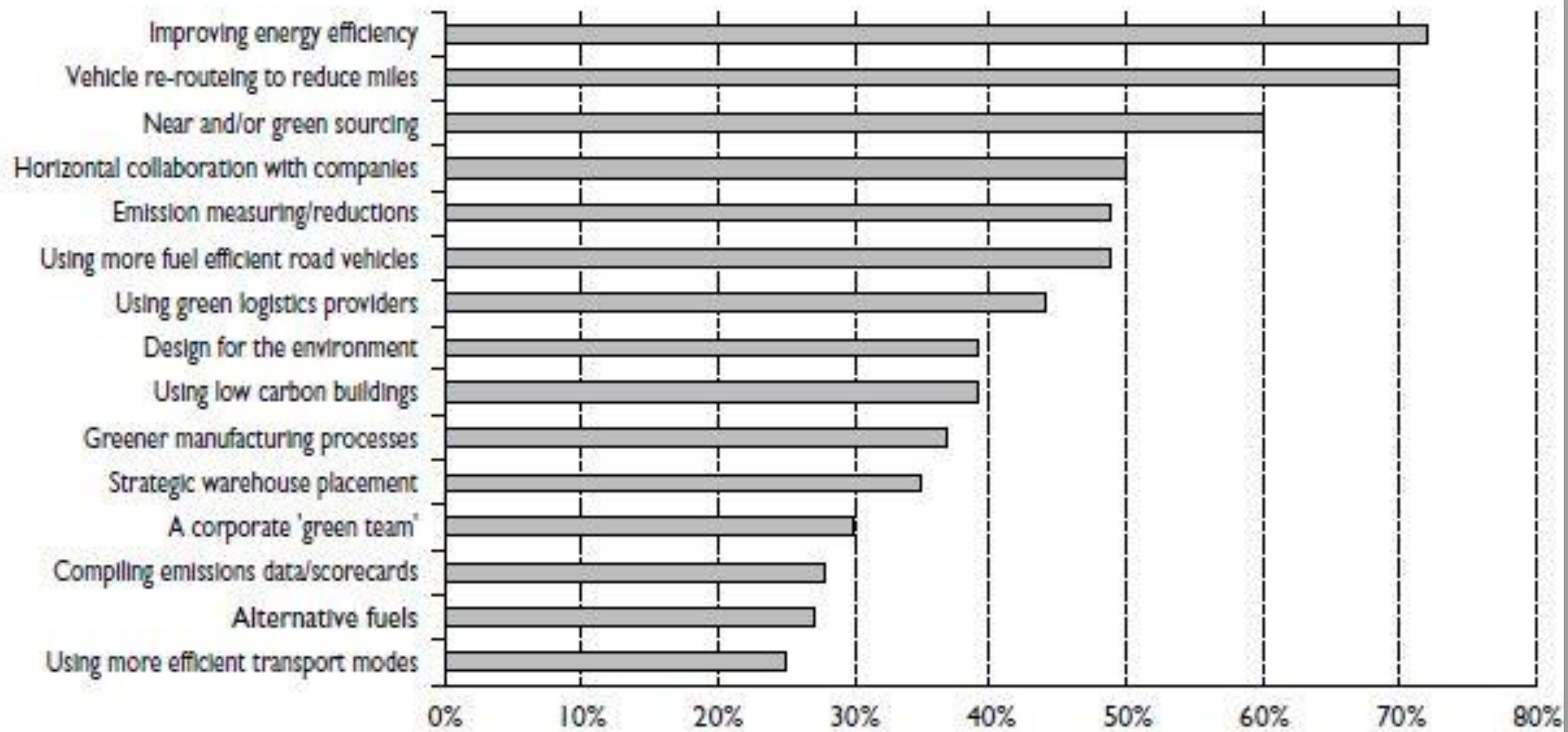


# The external environment

The first category that is considered is the external environment in which logistics and the supply chain sit. One key influence that has become increasingly important in recent years has been the development of a number of different economic unions (the EU, ASEAN, NAFTA, etc). In some instances the reason for the formation of such a union may initially have been political, but experience has shown that there have been significant economic changes – most of these beneficial ones (see Chapter 23 for further discussion).

One of the major consequences is *deregulation* within these internal markets, and this has a particular impact on companies' logistics strategies. Within the European Union, for example, there have been significant advances in, amongst others:

- transport deregulation;
- the harmonization of legislation across different countries;
- the reduction of tariff barriers;
- the elimination of cross-border customs requirements;
- tax harmonization.



Source: Eyefortransport

**Figure 5.2** The success of environmental initiatives

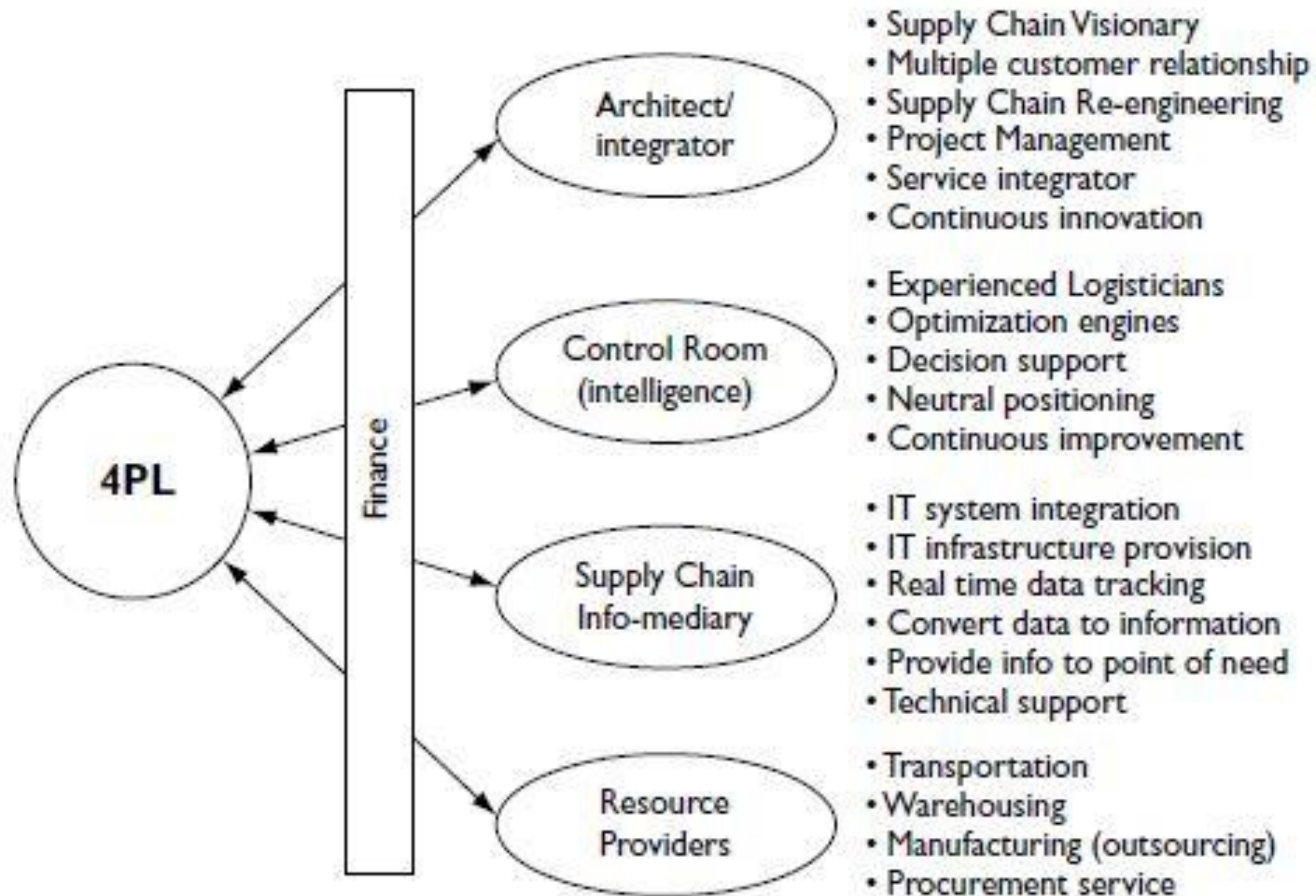


# Manufacturing and supply

There have been many important developments in supply or inbound logistics. These have resulted from both technological and organizational changes. Within the context of *raw material sourcing and production*, these include:

- *New manufacturing technology* (CIM, etc), which can accommodate more complex production requirements and more product variations.
- *New supplier relationships*, with the emphasis on single sourcing and lean supply, thus enabling suppliers and buyers to work more closely together.
- *Focused factories*, with a concentration on fewer sources but necessitating longer transport journeys.
- *Global sourcing*, emphasizing the move away from local or national sourcing.
- *Postponement*, where the final configuration of a product is delayed to enable reduced stockholding of finished goods in the supply chain.
- *Co-makership*: the development of partnerships between supplier and buyer to help take costs out of the supply chain through quality and information improvements. This represents a positive move away from the more traditional adversarial relationship that has been common between buyers and suppliers.
- *Co-location*: the joint physical location of supplier operations on or next to customer production sites.





Source: based on Bumstead and Cannons (2002)

**Figure 5.3** Fourth-party logistics, showing the main areas of service that could be provided



- Addressing strategic failures:
  - minimizing the time and effort spent on logistics by the user;
  - a fourth-party organization is a single point of contact for all aspects of logistics;
  - the management of multiple logistics providers is handled by a single organization;
  - allows for provision of broader supply chain services (IT, integration strategy, etc);
  - a fourth-party organization can source different specialists with best-in-class credentials.
- Addressing service and cost failures:
  - the freeing of the user company's capital for core/mainstream use by selling assets;
  - the continuous monitoring and improvement of supply chain processes, performance and costs;
  - the benchmarking of different supply chain processes against world-class companies;
  - the continuous monitoring and reassessment of service level achievements;
  - the development and use of core expertise from all logistics participants.
- Addressing operational failures:
  - a new entity makes it easier to eradicate old industrial relations issues;
  - a new entity should enable the transfer of selective personnel;





# REFLEKSI



**Informasi penting hari ini**

**Manfaat penting dari informasi penting hari ini**

**Tindak lanjut yang dapat saudara lakukan**





# Thank you!

Any questions?