

LOGISTIC & SUPPLY CHAIN MANAGEMENT

Logistics is the process of planning, implementing and controlling the efficient, cost-effective flow and storage of raw materials, in-process inventory, finished goods and related information from point of origin to point of consumption for the purpose of conforming to customer requirements

The mission of logistics is to get the right goods or services to the right place, at he right time, and in the desired condition and quantity in relation to customers order



Distribusi, Logistik dan Rantai Pasok

Supply Chain Council: "A network of companies and interdependent organizations, including but not exclusively working together to control, manage and improve the flow of materials and information from supplier to end user"



Logistik



Sistem Logistik



Sistem Logistik Mikro



Main Logistics Activities And Decisions

- Cooperate with marketing to set customer service levels
- Facility location decisions
- Transportation activities (eg. transportation mode selection, vehicle scheduling, carrier routing)
- Inventory management (inventory short -term forecasting, planning and control, cooperate with production to calculate EOO, sequence and time production)
- Information collection and flows and order processing
- Warehousing and materials handling
- Packaging and packing

Inventory Costs

- Inventory carrying costs (space costs, capital costs, inventory risk and services costs)
- Procurement costs (acquisition costs, transportation costs, manufacturing and handling costs)
- Out – of – stock costs (lost sales and back order costs)

Supply Chain

- In broader sense, SC is any combination of processes, activities, relationships and pathways along which products, services, information and financial transactions move in and between enterprises" (Gattorna, 2006)
- M. Christopher (2005) defines SC „as a network of connected and independent organizations mutually and cooperatively working together to control, manage and improve the flow of materials and informations from suppliers to end users".

Supply Chain

- Council of Supply Chain Management Professionals (former Council of Logistics Management): "Supply Chain Management is the systemic, strategic coordination of the traditional business functions and the tactics across business functions within a particular company and across businesses within the supply chain for the purposes of improving the long-term performance of the individual companies and a supply chain as a whole" (CSCMP 2005).

According to The New Definition of CSCMP

- SCM encompasses the planning and management of all activities involved in sourcing and procurement, conversion, and all logistics management activities (including coordination and collaboration with channel partners).
- In essence SCM integrates supply chain and demand management within and across companies

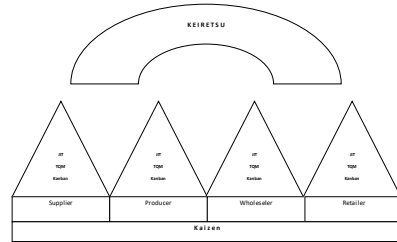
Global Supply Chain Management Forum Model (from 1996)

- Customer Relationship Management (key)
- Demand Management
- Order Fulfillment
- Manufacturing Flow Management
- Supplier Relationship Management (key)
- Product Development
- Commercialization
- Return Management

Based on the product – relationship matrix Cooper and Slagmulder (1999, p.10) distinguished four key decisions and activities areas in the integrated supply chains, such as:

1. Configuration of product and network, which covers the decisions concerning the main rules of cooperation
2. Formation of the production network, mainly the choice of production facility and warehousing locations as well as their capabilities
3. Product design with involvement the research and development abilities of suppliers
4. Process optimization in order to reduce cycle times and inventory level in the cost-effective way.

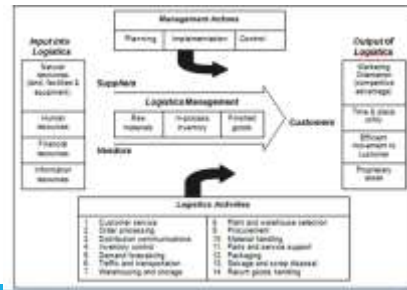
Keiretsu and Kaizen as a source of the development of Supply Chain Management in Japan



New vs. Traditional logistics

- Integration (within organizational structures, computer systems, supply chain and network)
- Strategic approach
- Outsourcing
- Globalization
- Customer orientation
- City logistics

KOMPONEN DALAM MANAJEMEN LOGISTIK



Output dari Manajemen Logistik:

1. **Marketing Orientations** (Logistics Is Market Oriented)
2. **Logistics Add Time & Place Utility**
3. **Logistics Allow Efficient Movement to the Customer**

Konsep marketing dari perspektif manajemen logistik:

