

Department Of Management, Faculty Of Economics And Business, Unisa Palu Information Technology Towards The Effectiveness Process For Supply Chain Management

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Abstract.

Prove the effectiveness and efficiency of supply chain management through the application of a StartUp product. The methodology used in this research is a qualitative approach, namely through participatory observation, depending on experience, case studies and other literature related to measuring the effectiveness and efficiency of Supply Chain Management through the application of a StartUp product. It seeks to integrate work in supply chain management, by implementing a StartUp product into one partnership. Cooperation that results in effectiveness and efficiency in the scope of work. The findings obtained are effective ProductStartUp and efficiency of Supply Chain Management, namely by facilitating information, logistics, making references, strategies and reducing risks as well as reducing costs and reducing the risk of reducing complaints, and increasing satisfaction. This research provides many fields, where researchers can complete additional research and develop further research agendas. Originality value - This paper provides some insight into the effectiveness and efficiency of Supply Chain Management, focusing on facilitating information, logistics, making references, strategies and reducing risks while also reducing the cost of reducing complaints, and increasing satisfaction. towards supply chain management.

Keywords: Product StartUp, Effectiveness and efficiency.

I. INTRODUCTION

ProductStartup is an uptake of English which means the action or process of starting a new organization or business venture. The more advanced the times the easier it is and pampering users or consumers. Startups are not only new companies that are in contact with technology, cyberspace, applications or products but can also be about the services and economic movements of grassroots people who can be independent without the help of larger and established corporations. This is where product startup can synergize with supply chain management, namely creating effectiveness and efficiency in Supply Chain Management, focusing on facilitating information, logistics, making references, strategies and reducing risk while reducing costs, reducing complaints, and increasing satisfaction. Historically, the term start-up itself became internationally famous during the dot-com bubble (dot-com bubble). The dot-com bubble or sometimes called information technology bubble is a speculative bubble that occurred between 1998 - 2000 (peaked on March 10, 2000) when NASDAQ reached 5132.52 points) when stock exchanges in industrial countries experienced a sharp increase in equity values thanks to the growth of the Internet sector industry and related fields. The rapid growth of the Internet began in 1993 and lasted until the 1990s which was characterized by world wide web technology that was getting more advanced after the release of the first version of the web browser Mosaic. The dot-com bubble period was marked by the establishment (and ending with a failed business) of new companies in the field of Internet sites called dot-com companies. The company owner experienced a sharp rise in stock prices by only adding the "e" or ".com" suffix to their company name.

This practice is called by one writer as a prefix investment. The emergence of Product Startup in the process of technology transfer is motivated by changes in the business environment that is increasingly fast with increasingly fierce competition. Technological advances are also rapidly developing into a force to be applied in a competitive climate. The efforts made are ultimately directed to provide the best products to consumers. Supply chain management, abbreviated as SCM, is a product process created and delivered to consumers from a structural point of view, which refers to a complex network of relationships that maintains an organization with its business partners to obtain sources of production in delivering it to consumers. From here the activities between suppliers to end consumers are in a single unit without a large barrier, so the

information mechanism between the various elements takes place transparently. SCM is a concept concerning the pattern of product distribution that is able to replace the optimal patterns of product distribution through the application of Product StartUp. Effectiveness and efficiency occur in a series of processes from upstream to downstream in the supply chain flow, through the StartUp product. namely in the field of information, logistics, in making / a reference, strategy and can reduce risk and reduce costs in order to be able to compete to reach a wider market.

II. LITERATURE REVIEW

2.1. StartUp

Paul Graham (in Cahyadi, 2014, without p.) Defines "a start-up is a company designed to grow fast. The only essential thing is growth. Everything else we associate with start-ups follows from growth." The point is that a start-up is a company that is designed to grow quickly. The only thing that is essential is growth. Everything else that we associate with beginners follows growth. Starting to develop in the late 90s until 2000, in fact, the term StartUp is much 'mated' with everything that smells of technology, the web, the internet and those related to that domain. Startups in Indonesia are classified into three groups namely; Game creator startups, Educational application startups, Trading startups such as e-commerce and information. Startup business seems to be the new star of industrial business in Indonesia. Almost every year, maybe even every month many startup business stands of various types and circles in the field of technology. At least until now, there are thousands of local startups in Indonesia. This is an important historical record of the Indonesian people having many startups who can compete on the international scene.

2.2. Supply Chain Management

Supply Chain Management itself can be said of a company's strategy in managing and managing every business process related to delivering goods from suppliers to customers. The Council of Logistics Management's revealed Supply Chain Management is as follows: Supply chain management is the systemic, strategic, coordination of the traditional business functions and the tactics across these business functions within a particular company and across business within the supply chain for the purposes of improving the long-term performance of the individual companies and the supply chain as a whole (Long, 2004). Supply Chain Management is the process of planning, designing, and controlling the flow of information and material along the supply chain with the aim of fulfilling consumer desires in a way of efficiency now and in the future (Schroeder, 2007). Supply Chain Management is a complex process that requires coordination of many activities so that the delivery of goods and services from suppliers to customers is carried out efficiently and effectively for all parties concerned (Turban, et al., 2008). Supply Chain Management is the management of various material and service procurement activities, conversion into semi-finished goods and final products, as well as product delivery through a distribution system (Heizer & Render, 2011). From the understanding stated above, it can be concluded that supply chain management is an integrated and coordinated system in the process of planning, designing and controlling the flow of information and material so that goods can arrive in the hands of consumers quickly and accurately. Supply Chain Management plays an important role, after that the process of distribution of goods is expected to remain well maintained if SCM in the company is implemented properly.

Supply chain management is the management of a business network or value chain that is interconnected to produce ready-made products and complement them with services needed by end customers. Supply chain management can also be defined as a set of activities involved in the process of transformation and distribution of goods ranging from the earliest raw materials from nature to the finished products to end consumers. so that a supply chain consists of companies that lift raw materials from the earth / nature, companies that transform raw materials into semi-finished materials or components, suppliers of supporting products, assembly companies, distributors, and retailers who sell these goods to end consumers. With this definition it is not uncommon for supply chains to also be widely associated with a network of value adding activities. Supply Chain is a network of companies working together to create and deliver a product to the end user. These companies usually include suppliers, factories, distributors, stores or retail, as well as supporting companies such as logistics service companies (Pujawan, 2005) Supply Chain is a system

of organizations that distribute production goods and services to its customers. This chain is a network of various interconnected organizations that have the same goals. (Indrajit & Djokopranoto, 2006) Supply Chain refers to the flow of materials, information, money, and services from suppliers of raw materials, through factories and warehouses to end customers. A supply chain also includes organizations and processes that produce and deliver products, information, and services to end customers (Rainer Jr. & Cegielski, 2011). Supply Chain Theory refers to the three identification problems. Supply Chain is an important process for PT. United Tractors Tbk.

In their business activities, because this process is a comprehensive process that is owned by every company in running a business. From the process of procurement of raw materials for spare parts to the production of spare parts into a finished product, and so on the distribution process to the final consumer. Supply Chain Strategy, is the development of a strategy that not only considers the company but also the supply chain strategy owned by business partners. Supply chain strategies must focus on sustainable competitive advantage for the whole (Schroeder, 2007). Heizer and Render explained that there are 6 strategies in the supply chain, namely negotiation strategies with many suppliers, strategies to connect long-term partnerships with a few suppliers to satisfy customers, vertical integration, joint ventures, keiretsu networks and virtual companies. Turban, et al. stated that the Supply Chain is divided into 3 main components, namely: 1. Upstream Supply Chain In the upstream part of the supply chain the activities of the company with its suppliers (producing, assembling, service providers) and they are connected with suppliers. In the upstream supply chain, the main activity is procurement. 2. Internal Supply Chain The internal supply chain covers all in-house processes used in converting input received from suppliers into output from the organization. The internal part of the supply chain, the main focus is production management, manufacturing, and inventory control. 3. Downstream supply chain The downstream part of the supply chain includes all activities involved in the process of delivering the product to the last customer.

The downstream supply chain, the main activity is in distribution, warehousing, transportation, and after sales service. Rainer Jr. and Cegielski suggested there are three streams in the supply chain 1. Materials Material flows include the physical products of raw materials, supplies that flow throughout the entire supply chain. Material flow also includes reverse logistic. 2. Information The information flow consists of data related to requests, deliveries, orders, returns and schedules, as well as changes in one of the data. 3. Financial Financial flows involve money transfers, payments, credit card information and authorizations, payment schedules, e-payments, and credit related data. satisfied with the service delivered by the company. 2. Increase revenue. More and more loyal customers and partners with the company means it will participate also increase company revenue, so that the products produced by the company will not be "wasted" useless, because consumers are interested. 3. Lower costs. Integrating the product flow from the company to the final customer also means reducing costs on the distribution channel. 4. The higher utilization of assets. Assets, especially human factors, will be increasingly trained and skilled both in terms of knowledge and skills. Human resources will be able to empower the use of high technology as demanded in the implementation of Supply Chain Management. 5. Increased profits. With the increasing number of loyal consumers and users of the product, this in turn will increase the company's profit. 6. The company is getting bigger. Companies that benefit from the product distribution process will gradually become large, and grow stronger.

The six benefits described above are indirect benefits. In general, the direct benefits of implementing Supply Chain Management for companies are: 1. Supply Chain Management can physically convert raw materials into finished products and deliver them to end customers. This benefit emphasizes the functions of production and operations within a company. In this function the use of all resources owned in a controlled transformation process, to provide value to the products produced in accordance with company policy and distribute them to targeted consumers. 2. Supply Chain Management functions as market mediation, namely ensuring that what is supplied by the supply chain reflects the aspirations of the customer or the end customer. In this case the marketing function will play a role. Through the implementation of Supply Chain Management, marketing can identify products with characteristics that are of interest to consumers. Furthermore, this function must be able to identify all 7 product attributes that consumers expect and communicate to the product designer.

III. METHODS

The formulation of the problem in this study are:

How ProductStartup effectiveness and efficiency of Supply Chain Management in the field of information, logistics, in making / is a reference, strategy and can reduce risk and reduce costs, reduce complaints, and increase satisfaction to be able to compete to reach a wider market. The purpose of this study is to determine and measure the effectiveness and efficiency of ProductStartup Leading Against Supply Chain Management in the field of information, logistics, in making / a reference, strategy and can reduce risk and reduce costs lowering complaints, and increasing satisfaction in order to be able to compete to reach more markets large.

IV. RESULTS AND DISCUSSION

Product Startup is not only a new company that is in contact with technology, cyberspace, applications or products but can also be about the services and economic movements of the grassroots that can be independent without the help of larger and established corporations. This is where product startup can synergize with supply chain management through ProductStartup Leading Against Supply Chain Management in the field of information, logistics, in making / a reference, strategy and can reduce risk and reduce costs lowering complaints, and increasing satisfaction in order to be able to compete to penetrate markets that are wider. Product Startup effectiveness and efficiency of Supply Chain Management in the field of information, logistics, in making / a reference, strategy and can reduce risk and reduce costs in order to be able to compete to reach a wider market. Usually working together, sharing information, planning, and even modifying their business practices to improve joint performance (Whipple et al., 2010). This long-term relationship can be established with suppliers, customers and other supporting service providers. The Strategic Purpose of Supply Chain Management, in managing the supply chain requires a process that is, the process of planning, implementing, and controlling supply chain operations. The purpose of supply chain management is to align demand and supply as effectively and efficiently as possible. The main problems in the supply chain are related to (Stevenson, 2009):

1. Determine the right level of outsourcing
2. Manage the purchase / procurement of an item
3. Manage suppliers
4. Manage customer relationships
5. Identify problems and respond to problems quickly
6. Manage risk

Meanwhile, according to I Nyoman Pujawan, supply chain has a strategic goal that needs to be achieved to make the supply chain win or at least survive in competition. To be able to win market competition, the supply chain must be able to provide products that,

1. Cheap
2. Quality
3. Be on time
4. Varies

According to Hitt, Ireland and Hoskisson (2001), all actions taken by these companies are intended to help the company achieve its strategic competitiveness and generate above-average profits. Strategic competitiveness is achieved when a company succeeds in formulating and implementing a value creation strategy. When a company implements a strategy that cannot be copied by other companies or is too expensive to emulate, this company has a sustained or sustainable competitive advantage, hereinafter referred to as competitive advantage). After a company gains strategic competitiveness and successfully exploits its competitive advantage, a company is able to achieve its main goal: get an above-average profit, that is, the excess income expected by an investor from investment. So that Supply Chain Management will play a role in providing benefits such as point 1 in Figure 1.

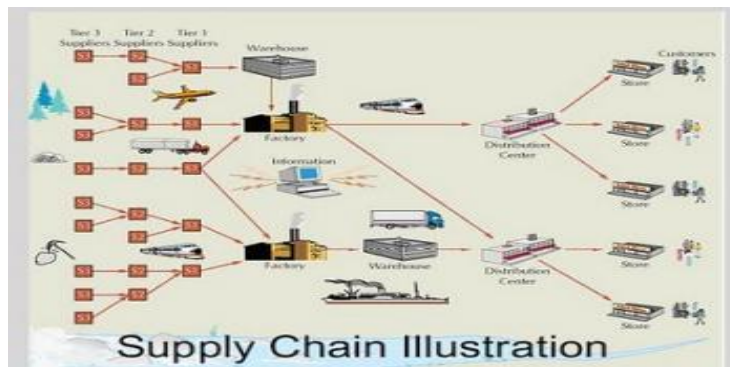


Fig 1. Supply Chain Illustration



Fig 2. Product Startup Process

There are 3 functions in SCM: - Finance - CRM - Merchandising. According to Knut Aliche, an expert in Logistics, the Supply Chain movement targets improvement in several aspects, namely: Speed, Flexibility, Detailed, Accuracy, Efficiency. The supply chain includes all interactions between suppliers, manufacturers, distributors, modern retailers and consumers. The chain includes transportation, scheduling information, cash and credit transfers, ideas, design and transfer of raw materials. The supply chain is a set of institutional arrangements that move goods from the point of production to the point of consumption. The supply chain includes manufacturers, wholesalers, distributors, agents, exporters, importers, suppliers, modern retailers and consumers. Thus the supply chain consists of all institutions and all marketing activities, including storage, financing, purchasing, transportation and so on, which cross geographical and time boundaries through the marketing process. All of them can be linked to implementing StartUp products in the fields of information, logistics, in making / a reference, strategy and can reduce risk and reduce costs reduce complaints, and increase satisfaction in order to be able to compete to reach a wider market. Supplier relationships with modern retailers and consumers within the scope of the supply chain often relate to each other's benefits, such as reducing uncertainty, opportunity for choice, managing interdependence, exchanging efficiency.

4.1 Warehousing

Warehousing Process in Supply Chain Management in figure 3.

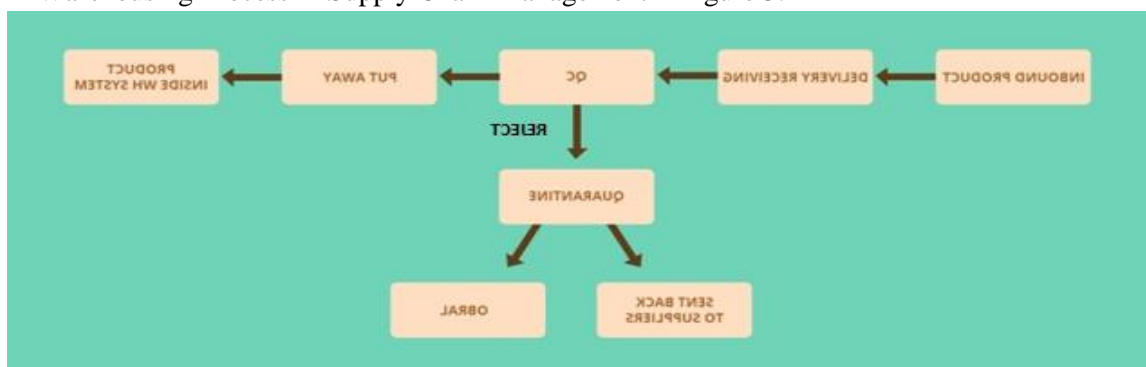


Fig 3. Warehousing Process

The process starts from the entry of the product from the supplier and then sent to warehousing (WH). Passing quality control (QC), the product will be checked for conditions and eligibility for sale. If the product passes QC, it will be transported and entered into the WH system. Instead, if the product does not pass QC, then the product will be quarantined. At the quarantine stage, the product will be considered whether to be sent back to the supplier or on sale. Supply Chain Management includes: Transportation.

1. Payment in cash or credit (transfer process)
2. Supplier
3. distributors and those who help with transactions such as banks
4. Debts and receivables
5. Warehousing
6. Fulfillment of orders
7. Information about demand forecast, production and inventory control.

V. CONCLUSION

Supply Chain Management is a very complex organization, and no company has managed to build it that is truly digital. With the application of StartUp to Supply Chain Management, it will increase the effectiveness and efficiency in the field of information, logistics, in making / referencing, strategies and reducing risks and reducing the cost of reducing complaints, and increasing satisfaction in order to be able to compete to reach a wider market. Indeed, many StartUp product roles needed are not widely used. But this will change radically in the next 5 to 10 years, with various industries implementing DSC (Digital Supply Chain) with varying speeds.

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