

***Analysis of Supply Chain Management Performance on Whole Chicken
Carcass Products Using the SCOR Approach at PT. Ciomas Adisatwa
RPA Pabelan Semarang***

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ABSTRACT

This study was conducted to evaluate the performance of supply chain management on whole chicken carcass products at PT. Ciomas Adisatwa RPA Pabelan, a chicken slaughtering company that has an important role in meeting market demand for hygienic and quality poultry products. The reason for choosing this topic is based on the importance of supply chain efficiency in maintaining smooth distribution, reducing costs, and increasing customer satisfaction. This research was conducted using the Supply Chain Operations Reference (SCOR) model approach and applying a quantitative descriptive method. The information analyzed comes from two types of data, namely primary data obtained from direct observation and interviews with internal company parties, and secondary data obtained from company operational activity documents. Based on the findings of the research that has been carried out, it is found that the supply chain management performance is quite good overall, which is marked by the cash turnover time and the duration of order fulfillment which is faster than the predetermined target. However, there are still some obstacles such as production costs (COGS) that are higher than the target, and order fulfillment (POF) that has not been perfectly fulfilled. Based on this analysis, it is recommended that the company make improvements in production cost efficiency and optimization of the distribution process. It is anticipated that by taking these steps, the business would increase supply chain management efficiency and preserve its position as a market leader.

Keywords: Supply chain management, whole chicken, SCOR, distribution.