

Analisis strategi penguatan jalur distribusi untuk mengantisipasi globalisasi studikusus : perusahaan komponen otomotif = The strategic analysis of strengthened of distribution channel to anticipated of globalization case study : the automotive component company

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Abstrak

Tesis ini menganalisis aksi perusahaan komponen otomotif pada segmen after market di Indonesia dengan melihat kondisi makro serta industrinya dalam mengantisipasi persaingan global. Hal tersebut dipicu oleh kecenderungan perusahaan otomotif melakukan regionalisasi pasar sehingga mereka memusatkan fasilitas manufaktur hanya di salah satu negara dalam regional tersebut. Walaupun masih terdapat di beberapa negara maka fasilitas tersebut hanya untuk spesifik produk saja. Akuisisi merupakan alternatif pilihan yang digunakan oleh perusahaan ini sehingga pengendalian operasional distribusi sepenuhnya berada ditangan perusahaan. Efisiensi dan lebih dekat ke pelanggan merupakan manfaat yang bisa diperoleh perusahaan.

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This thesis analysed corporate action of the automotive component company for the after market segment in Indonesia by seeing the macro condition as well as its industry in anticipating the global competition. That was triggered by automotive companies to carry out regionalization of the market so as they focused on single manufacturing facilities in one of the countries in this region. Although there still was gotten facilities in some countries then it was for specific product. The acquisition was the alternative that was used by this company so the operational control of the distribution channel is fully by the company. Efficiency and closer to customer was the benefit that could be received by the company.