

Business development plan Agro Prima Empat Sekawan dalam agrobisnis paprika: Perencanaan supply chain management = Agro Prima Empat Sekawan's business development plan, a paprika agrobusiness company: Supply chain supply chain management plan

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Abstrak

Karya akhir ini membahas perumusan strategi supply chain management yang mencakup strategi rantai pasokan dan perencanaan operasional di Agro Prima Empat Sekawan untuk mengembangkan agribisnis paprika. Diharapkan rancangan supply chain management dapat dijadikan pedoman operasional kegiatan panen, pasca panen dan logistik perusahaan untuk menciptakan value added produk. Desain rantai pasok yang diterapkan adalah efficient supply chain, dimana perusahaan mengoptimalkan kapasitas greenhouse untuk meningkatkan produksi. Praktek kolaborasi dilakukan secara horisontal dan vertikal dengan melibatkan supplier, konsumen dan petani sayuran lainnya. Perencanaan supply chain management ini merupakan satu kesatuan dari perencanaan marketing dan perencanaan keuangan, sehingga membentuk suatu business plan pengembangan agribisnis.

.....The thesis describes supply chain management formulation that consists of supply chain strategy and operational planning at Agro Prima Empat Sekawan to develop paprika agribusiness. It is expected the design of supply chain management can be applied as a guidelines for operational activities of harvesting, post harvest and logistics to create value-added of agricultural products. Supply chain design strategy applied is efficient supply chain, whereas company oplimalized greenhouse capacity in order to increase production of paprika. Collaboration between company and its partners will be horizontally and vertically which involve supplier, customer and farmers. The supply chain management planning is an integral part of marketing planning and financial planning hence it will form a business development plan agribusiness.