

Supply chain management practices in Wal mart and Ikea = Praktik manajemen supply chain pada Wal Mart dan Ikea

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Abstrak

Penelitian ini bertujuan untuk mendalami bagaimana proses supply chain management dijalankan di Wal-Mart dan IKEA, sebagaimana keduanya dikenal karena praktik supply chain yang dirancang dengan baik. Penelitian ini juga mengungkapkan tentang teknologi yang digunakan Wal-Mart dan IKEA dalam praktik supply chain-nya, strategi pengadaan logistik, serta strategi lingkungan dan Corporate Social Responsibility yang dimiliki keduanya. Wal-Mart menggunakan sistem cross-docking untuk mencapai strategi "Everyday Low Prices" mereka, di mana IKEA menggabungkan Vendor Managed Inventory dan Consignment Stock untuk mencapai efisiensi tinggi dan skema cost-sharing.

Namun, kami menemukan beberapa masalah yang terjadi dalam usaha mereka untuk memperluas perusahaan masing – masing secara global, contohnya seperti masalah birokrasi dan masalah perpajakan, serta masalah dengan supplier. Wal-Mart dan IKEA telah berhasil mengatasi beberapa masalah tersebut melalui praktik - praktik supply chain dan strategi logistik yang inovatif dan fleksibel.

.....The purpose of this study is to identify how the supply chain management practices performed in Wal-Mart and IKEA, as both of them is known for their well-designed supply chain practices. It also reveals Wal-Mart and IKEA's usage in technology, their procurement strategy, as well as their environmental strategy and Corporate Social Responsibility. Wal-Mart emphasizes on their cross-docking technology to achieve their "Everyday Low Prices" strategy, meanwhile IKEA combines Vendor Managed Inventory and Consignment Stock to attain higher efficiency and cost sharing scheme.

However, we found several problems occurred in their attempt to expand globally, such as bureaucracy and taxation problem, as well as problems with the suppliers. It is revealed that they have managed to overcome these challenges through innovative and flexible supply chain management practices and logistic strategies.