

ABSTRACT

Having quality product with competitive price at the same place and time makes the company could develop their product quality to win a competition.

INTI just announced their new direction formation. As the new management has been chosen, INTI continued their work to reach 2017 target with SBU Broadband become division with the highest target. This research is purposed to knowing applied SCM at the PT INTI especially for the SBU Broadband division. So, by knowing the applied SCM in the company, the uncomplete and maximal supplied that could be consideration to fix the company and help to reach selling target.

Data gathering is collected by primary data that taken from the offline distributed kuesioner. The research is a descriptive research. Data analysis technique composed by two type, stage analysis and descriptive analysis. Respondents is taken by judgement sampling, that are all of the employees from the SBU Broadband division. Applied SCM for this analysis is the macro process that composed from CRM, ISCM, and SRM.

From the result of processed data shows that applied CRM, is at the high category with average percentage 83.36%. That menas, Applied CRM in the company right now are good by applying marketing proccess, selling proccess, order management, and call/service center. Application at ISCM shows that in the very high category with 86.42% percentage. That means ISCM application at the company right now is very good by applying strategic planning, demand planning, supply planning, fulfillment and field services. Application at SRM shows that in the very high category with 89.71% percentage. So, SRM application right now is very good by applying design collaboration and supply collaboration, purchasing, negoitation, and source.

Keywords : Supply Chain Management, macro process, CRM, ISCM, SRM