

## ABSTRACT

At every company has a distribution channel of delivery of the goods to arrive at the consumer or it can be said supply chain management (SCM). Bakery industries also have the distribution channel in the company, the development of bakery companies have started using the technology. This study present to enable customers to know the product information with their supply chain information website on Kartika Sari bakery.

The purpose of this research in order to know the characteristics of supply chain information that facilitates the consumer wants to know Kartika Sari bakery on providing product information quickly and accurately. QFD approach helps in determining the needs of consumers Regarding the SCOR ( Supply Chain Operation Reference ) which has five core process of the plan, source, make, deliver and return to determine what is being customer requirement, and after knowing all the customers wishes would be included in HOQ ( House Of Quality ).

This research uses qualitative and quantitative methods or mixed method and use descriptive research. Technique samples used in this study with a non-probability sampling method purposive, for data retrieval questionnaires given to 100 respondents.

Based on the research results, it has been found as many as 13 needs based on customer requirements, there are 8 technical requirements obtained from experts and has 18 relationship between customer requirements and technical requirements. From the results of customer requirements that weighs most radalah "on the website of the information supply chain bakery Kartika Sari to be made, there should be a menu/ features to be able to accommodate criticism or suggestions regarding the dissatisfaction of consumers towards bakery products Kartika Sari" with a weighting of 13 in the variable return, and for the weight of technical requirement which has the greatest weight is "making a menu or feature-based mobile or PC" that is equal to 160.

On the results of this research on the company can create a web of supply chain information obtained from the known characteristics and the look of the results of customer requirement which has great weight.

**Keywords :** *Information Supply Chain, SCM (supply chain management), SCOR, QFD, Customer Requirement*