

ABSTRACT

PT. ABC is a distributor company engaged in the sale of non-food FMCG products. PT. ABC uses a dual-channel business model in which the company sells its products simultaneously offline (store) and online (e-commerce). In fulfilling the demand is known that every month PT. ABC can not fulfill optimally. Unmet demand is the result of a lot of products that are not available (stockout). Stockout causes inventory costs at PT. ABC is high. Based on the existing case, it is necessary to do inventory control so that the demand can be fulfilled and reach the target set by the company and also reduce the total inventory cost. In this research, optimum inventory policy is determined using continuous review method (s, Q) with products that have normal demand distribution pattern. Based on the calculation result using continuous review method (s, Q), there is a savings in total inventory costs, where the total actual inventory costs is Rp. 220,400,242.33 reduced to Rp. 89,372,820.99, so there is a total inventory cost savings is Rp. 188,930,313 which is 67.9% for offline areas. And for online area the total inventory costs is Rp. 29,514,520.20 reduced to Rp. 6,254,992.50, so there is a total inventory cost savings is Rp. 23,259,528 which is 78.8%.

Keywords: Inventory Policy, Stockout, Continuous Review (s, Q), Dual-Channel