

ABSTRACT

The snack food industry in Indonesia continues to grow and has become a key sector in supporting national economic development, particularly in the Micro, Small, and Medium Enterprises (MSME) segment. One of the MSMEs demonstrating significant growth is EatNEat, a business that focuses on banana chips and savory snack products. As the business evolves, EatNEat faces various operational challenges related to supply chain management, including the availability of raw materials, production management, and the distribution of products to consumers.

This study aims to analyze the implementation of Supply Chain Management (SCM) in EatNEat operations, identify key challenges in supply chain management, and explain the relationship between operations management and SCM strategies in supporting business efficiency and competitiveness. The research also aims to provide an in-depth understanding of how planning, procurement, production, storage, distribution, and product returns affect the overall business phenomenon in MSMEs.

This research uses a descriptive qualitative approach with an interpretive paradigm. Data were obtained through participatory observation, semi-structured interviews, and documentation of operational activities. Data analysis was conducted using an interactive model consisting of data presentation and systematic conclusion drawing to understand SCM practices in the real context of MSMEs.

The findings of this study indicate that well-executed supply chain management can have a significant impact on production efficiency, cost control, and customer satisfaction. EatNEat implements strategies such as collaboration with local farmers, flexible production scheduling, and innovation in packaging. However, challenges remain, such as dependence on weather, fluctuations in raw material prices, and limited human resources. EatNEat operational strategies have evolved over time through regular evaluations and adaptation to market trends.

This study contributes to the development of literature on SCM implementation in the MSME sector and offers practical recommendations for similar businesses. The results of this study are expected to serve as a reference for improving MSME supply chain systems, particularly in the snack food industry. Future research is recommended to explore the digitalization aspect of SCM so that MSMEs like EatNEat can become more competitive in today's era.

Keywords: Supply Chain Management, MSMEs, Operations, Efficiency, Operational Strategy