

# Perancangan model bisnis outlet ritel modern dengan menggunakan metode ideo dari perspektif retailer value chain = Business model design of modern retail outlets with ideo method in terms of retailer value chain perspective

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20414728&lokasi=lokal>

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## Abstrak

[<b>ABSTRAK</b><br>

Perkembangan bisnis ritel di Indonesia telah mendorong makin maraknya ritel outlet modern. Persaingan di bisnis ini makin ketat sehingga mendorong tiap-tiap retailer untuk semakin memperbaiki sistem dan teknologi yang diterapkan dalam menjalankan usaha bisnis untuk meningkatkan value chain. Salah satunya dengan menerapkan model bisnis proses yang jelas sebagai acuan dalam menjalankan kegiatan bisnis sehari-hari. Berbagai teknik permodelan bisnis proses telah diterapkan di beberapa usaha. Salah satu teknik permodelan yang dapat diterapkan untuk bisnis ritel adalah Metode IDEFO. Metode mampu mengidentifikasi alur dan sequence proses pada bisnis ritel. Setelah memperoleh model bisnis yang jelas, selanjutnya membuat suatu pengembangan (to be model) dari model bisnis yang ada (as is model) untuk dapat lebih meningkatkan kinerja bisnis. Dalam penelitian ini telah dapat diidentifikasi model bisnis proses supermarket yang sudah diterapkan, model bisnis dikembangkan menjadi model baru untuk kemudian dianalisa perbandingan antara as is model dan to be model. Tujuannya untuk mengukur peningkatan kinerja (value chain) dari pengembangan yang dilakukan. Penelitian menghasilkan kinerja dari persediaan barang (stock on hand - SOH) meningkat dan tingkat ketiadaan barang (out of stock – OOS) menurun pada supermarket.

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<b>ABSTRACT</b><br>

The development of retail business in Indonesia has encouraged the increasingly widespread modern retail outlets. Competition in this business more stringent so as to encourage every retailer to further improve of the systems and technologies are applied in running the business to improve the value chain. By applying a clear business model as a reference process in the course of daily business. Various business process modeling techniques have been applied in some effort. One of the modeling techniques that can be applied to the retail business is IDEFO method. The method is able to identify the flow and sequence in the retail business processes. After obtaining a clear business model, then make a development (to be models) of the existing business model (as is model) to be able to further improve business performance. This study has identified the supermarket business model that has been implemented, the business model is developed into a new model to be analyzed the comparison between the as is model and to be model. The goal is to measure the

performance improvement of development (as a value chain) being done. Research produced a performance of inventory (stock on hand - SOH) increases and the level of unavailable goods (out of stock - OOS) decreased at the supermarket, The development of retail business in Indonesia has encouraged the increasingly widespread modern retail outlets. Competition in this business more stringent so as to encourage every retailer to further improve of the systems and technologies are applied in running the business to improve the value chain. By applying a clear business model as a reference process in the course of daily business. Various business process modeling techniques have been applied in some effort. One of the modeling techniques that can be applied to the retail business is IDEF0 method. The method is able to identify the flow and sequence in the retail business processes. After obtaining a clear business model, then make a development (to be models) of the existing business model (as is model) to be able to further improve business performance. This study has identified the supermarket business model that has been implemented, the business model is developed into a new model to be analyzed the comparison between the as is model and to be model. The goal is to measure the performance improvement of development (as a value chain) being done. Research produced a performance of inventory (stock on hand - SOH) increases and the level of unavailable goods (out of stock - OOS) decreased at the supermarket]