

Analysis on ALDI operation in Australia = Analisis terhadap kinerja perusahaan ALDI di Australia

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Abstrak

ALDI berhasil bersaing secara kompetitif di industry retail Australia sejak masuk Australia pada tahun 2001. ALDI telah menjadi salah satu retailer tersukses and tercepat dalam perkembangan di Australia melalui strategy operasi bisnis yang unik. Tesis ini akan menganalisa bagaimana ALDI menjalankan strategy bisnisnya yang berdampak pada kompetisi pasar retail di Australia. Selibhnya, tesis ini juga akan mengevaluasi operasi bisnis ALDI dengan teori management Lean Operation, Just in Time Method dan Fishbone Diagram.

..... ALDI successfully disrupted competition in Australia retail market sector when entered Australia in 2001. ALDI has rapidly become one of the fastest growing and successful retailers in the country through its distinct operation strategy. This report will examine on how its business model operates and how its business model successfully affect the competition in Australia retail sector. Moreover, this paper will also evaluate ALDI's business operation with management theory such as Lean Operations, Just in Time Method, and Fishbone Diagram.