

ABSTRACT

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Study Program : Magister Management
Title : Evaluation of Channel Distribution Coca-Cola Product Using
SCOR Model 9.0 (Case Study at Matahari DC)*

This study was conducted in PT. Coca-Cola Distribution Indonesia (PT.CCDI) that evaluated the change from direct selling, in 2007, to become Distribution Center Matahari Balaraja, in 2008. It uses SCOR 9.0 process mapping and performance metrics to analyze whether this change is better for PT. CCDI. The advantages are reducing outbound transportation cost about 204 million after subtracting with distribution fee for Matahari DC, centralized discount management. The disadvantages are decreasing in Service Level and Perfect Order Fulfillment, and increasing cash-to-cash cycle time. Due to some advantages, this study also recommends evaluation with other parameter such as upside supply chain flexibility and upside supply chain adaptability.

Key words: Coca-Cola, Matahari, Distribution Center, SCOR,