

**UNIVERSITY OF INDONESIA**

***EVALUATION OF CHANNEL DISTRIBUTION  
COCA-COLA PRODUCT USING SCOR MODEL 9.0  
(CASE STUDY AT MATAHARI DC)***



**THESIS**

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PROGRAM STUDY OPERATION MANAGEMENT  
MAGISTER MANAGEMENT FACULTY ECONOMIC  
UNIVERSITY OF INDONESIA

JAKARTA

JUNE 2009

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Represented as a qualification to acquire Magister Management

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## STATEMENT OF ORIGINALITY

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## PREFACE

Give thanks to Jesus Christ for giving me strength, healthy, His blessing and guidance so I can accomplish this final paper. The need for balancing job, study, and working on this final paper make this work very challenging and precious for me. I would like to express my greatest gratitude to:

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7. All MM-UI friends, colleagues, academic staffs, and everyone who are not mentioned here who gave me assistance directly or indirectly.

I recognize that this paper is far from perfect. The readers may find some weaknesses. Therefore, any inputs from any parties are being awaited and appreciated. Finally, the writers always hope that this paper can be useful to all readers.

Jakarta, June 2009

Bonard Sitompul

**AGREEMENT STATEMENT OF THESIS PUBLICATION  
FOR ACADEMIC PURPOSE**

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## **ABSTRACT**

*Name : Bonard Sitompul*  
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*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,*

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