

THE ROLE OF CHAIN MANAGEMENT SUPPLY IN THE SYSTEM PRODUCTION AND OPERATION OF THE COMPANY (CASE STUDY :PT.JEMBAR POULTRY EQUIPMENT)

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Abstract

Supply Chain Management is a set of approaches for the efficient integration of suppliers, manufacturing, warehouse and storage, so that goods are produced and distributed in the right amount, the right location, the right time, to minimize costs and provide service to the customer satisfaction. At this time many companies are implementing Supply Chain Management to improve the competitiveness of the company to another. Supply Chain Management is a strategic competitive tool for companies that make competition logistical problems as a strategy to win the competition. The purpose of making this paper is to investigate the role of Supply Chain Management in production systems and operations within the company that allows you to provide value to consumers in terms of availability and speed of service. So that consumers will feel the advantages of the product, although physically relatively similar to other products.

Keywords : *supply chain management, system production, the company's operations.*
