

ABSTRAC

The title of my research is model analysis for supply chain management at Banking industry. The research background base on of needs one e- banking product, namely SCM Solution, for solving problem business community customer group, namely the core customer community and members.

Research method use descriptive method with technique investment risk analysis, business risk analysis and profit value analysis . Data research use secondary data from marketing team Bank X and then the result research can be used to product development at the Bank X.

The result of calculation produce one profit value, and the value very feasible to continue developing of this product and all risk analysis has been detected and anticipated.

The conclusion of supply chain management model for SCM Solution product is very feasible to developing and recommended for Bank X, and then as soon to realize the product to market before the competitor make same product.

