

ABSTRACT

The desire to always fulfill consumer needs, makes businessmen make mistakes, one of which is hoarding stock where there is a large deviation between supply and demand which results in the bullwhip effect. This is experienced by the retail level of the restaurant equipment online business. The purpose of this study is to improving operational related optimal use of costs and resources and improve operational performance related to service level by performing a proposed model of Vendor Managed Inventory (VMI). The data used in this study is historical data related to sales and demand, storage costs, purchase prices and selling prices, then data processing is carried out by forecasting, recalculation of the bullwhip effect value, and calculating the order quantity policy with Economic Order Quantity (EOQ). The calculation results show the value of the bullwhip effect on the Cup Sambel /Sauce 25 ml Tutup Sambung from 1,59 to 0,49 on the Set Sendok Garpu Plastik +Tisu+Tusuk Gigi product from 1,10 to 0,72 on the Cup Puding/Gelas Puding Merpati P 150 ml product from 1,68 to 0,92 in [OTI] Thniwall 650ml Tempat Makanan Plastik Rectangle from 1,39 to 0,58, and Kabel Ties / Segel Kantong Plastik/Kabel Pengikat products from 1,38 to 0,43 the parameter value is 1.0067 and as well as optimal use of costs and resources.

Key words : Bullwhip effect, Vendor Managed Inventory (VMI), Economic Order Quantity (EOQ).



UNIVERSITAS
MERCU BUANA