

ABSTRACT

STRATEGIC PARTNERSHIP DESIGNING OF SPORTS EQUIPMENT RETAILER PT. VICTORY AND INTERNATIONAL PRINCIPAL

PT. Victory, retailer or distributor of Z brand sports equipment, is collaborating with PT. Undou as supplier. They are using push system for the product request where PT. Victory will take part on model selection, approval and return process, whilst the goods delivery to the stores is handled by PT. Undou. After conducting research of operation and performance indicators, several root problems were found within PT. Victory's management system, which are: lead time, return process, quantity of product purchased, and characteristics of market around stores which leading to the high level of product return. Type 2 or Vendor Managed Inventory (VMI) is the proposed partnership model to resolve that problems and supply chain with value stream mapping will be adjusted. PT. Victory will not participate in all delivery processes and all products in store warehouse are belong to PT. Undou. Lean canvas designed to explain the proposed solution and the VMI progress that will be implemented in PT. Victory and PT. Undou partnership.

Keywords: strategic partnership, vendor managed inventory, value stream mapping, lean canvas, collaboration, push, lead time, product return, product purchased, characteristic, retailer, supplier

ABSTRAK

MERANCANG *STRATEGIC PARTNERSHIP RETAILER* PERALATAN OLAHRAGA PT. *VICTORY* DENGAN INTERNATIONAL PRINCIPAL

PT. *Victory* sebagai *retailer* atau distributor peralatan olahraga merk Z berkolaborasi dengan PT. *Undou* sebagai *supplier*. Sistem yang digunakan adalah *push* di mana proses dari pemesanan sampai produk tiba di toko dilakukan oleh PT. *Undou* yang PT. *Victory* ikut serta dalam persetujuan atas pemilihan produk, termasuk proses retur produk. Setelah dilakukan penelitian operasional dan menggunakan pengukuran kinerja, maka ditemukan 4 akar masalah yang sedang dihadapi oleh PT. *Victory*, yaitu *lead time*, proses retur, jumlah produk yang dibeli, dan karakteristik pasar di area toko yang menyebabkan terjadi tingkat retur produk yang tinggi. *Partnership* yang digunakan untuk mengatasi akar masalah adalah *Type 2* atau *Vendor Managed Inventory* (VMI) sehingga proses rantai pasok yang menggunakan *value stream mapping* mengalami perubahan di mana PT. *Victory* tidak ikut serta dalam proses pengiriman produk baru ke toko dan kepemilikan produk di gudang toko. *Lean canvas* dirancang untuk menjelaskan solusi dan perkembangan yang akan terjadi di PT. *Victory* dan PT. *Undou*.

Kata kunci: *strategic partnership, vendor managed inventory, values stream mapping, lean canvas, kolaborasi, push, lead time, retur produk, pembelian produk, karakteristik, retailer, supplier*