

HALAMAN ABSTRAK DAN ABSTRACT

ABSTRACT

MAINTENANCE, REPAIR AND OVERHAUL (MRO) BUSINESS MODEL OF PT. COGINDO DAYABERSAMA PERIOD 2019 – 2021

An analysis using Wheelen, Thomas L., Hunger, J. David., Hoffman, Alan N., and Bamford, Charles E. 2018. “Strategic Management and Business Policy: Globalization, Innovation, and Sustainability. Essex: Pearson Education Limited”., and Douglas M.Lambert, Margaret A. Emmelhainz, John T.Gardner, (1996) “Developing and Implementing Supply Chain Partnership”. conducted an analysis of the company PT Cogindo DayaBersama which experienced a decline in revenue in the MRO Business. In the learning and growth perspective, it consists of 4 targets for the establishment of PT Cogindo DayaBersama's Maintenance, Repair and Overhaul (MRO) business, namely: Sustainable profit, increased income, effective cost control, customer satisfaction From these targets it turns out that with the partnership strategy and current internal capabilities that have not shown the expected results, it can be seen that the projection from the MRO Business to Dec. '2018 is only 41% of the 2018 RKA target and 59% of the target is not yet absorbed. reach from the target.

Keywords: Strategy Management; Partnership; MRO Business; SCM

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MODEL BISNIS JASA MAINTENANCE, REPAIR dan OVERHAUL (MRO)
PT. COGINDO DAYABERSAMA PERIODE 2019 – 2021

Dengan menggunakan instrumen Wheelen, Thomas L., Hunger, J. David., Hoffman, Alan N., dan Bamford, Charles E. 2018. “Strategic Management and Business Policy: Globalization, Innovation, and Sustainability. Essex: Pearson Education Limited”., dan Douglas M.Lambert, Margaret A. Emmelhainz, John T.Gardner, (1996) “ *Developing and Implementing Supply Chain Partnership*” dilakukan analisis terhadap perusahaan PT Cogindo DayaBersama yang mengalami penurunan pendapatan pada Bisnis MRO. Di perspektif learning and growth, terdiri dari 4 sasaran dibentuknya Bisnis Maintenance, Repair dan Overhaul (MRO) PT Cogindo DayaBersama yaitu: Sustainable profit, pendapatan meningkat, pengendalian biaya efektif, kepuasan pelanggan meningkat dari sasaran tersebut ternyata dengan strategi partnership dan kemampuan internal saat ini belum menunjukkan hasil target yang diharapkan terlihat pendapatan dari Bisnis MRO proyeksi sd Des’ 2018 hanya tercapai sebesar 41% dari target RKA 2018 dan berpotensi target yang tidak terserap sebesar 59% masih jauh dan belum mencapai dari yang ditargetkan.

Kata kunci: Manajemen Strategi; Partnership; Bisnis MRO; SCM