

“ANALYSIS OF COFFEE SUPPLY CHAIN MANAGEMENT IN CV MADINA KOPI”

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ABSTRACT

This research aims to determine business activities, companies in their operational activities certainly require a supply of goods or services to reach the final consumer. The purpose of this study are to know about the application of supply chain management, factors that affect Supply Chains Management, obstacles which faced by CV Madina Kopi and the solutions to the inhibiting factors in CV. Madina Kopi. This research uses a descriptive method. Data collection techniques are interviews, observation and documentation. The results of research on the application of supply chains management are that there is an application of supply chains management at CV. Madina Kopi which consists of producers and retailers at CV. Madina Kopi are individuals who already know each other so that they can facilitate and provide smoothness for SCM activities at CV. Madina Kopi. Factors influencing supply chain management at Coffee CV. Madina Kopi namely CV. Madina Kopi always maintains a good relationship between SCM actors, efforts to maintain inventory, as well as E-shop support. Inhibiting factors in SCM activities on CV. Madina Kopi namely pest attack, limited coffee beans from farmers and marketing. The solutions the inhibiting factors are the firms promote products, and the next is support from the government and local communities to love coffee products from farmers from Mandailing Natal.

Keywords : Supply Chains Management