ABSTRACT

Quality Control Strategic of PT. Cadbury Indonesia Face Global Competition in Manufacturing Industry Cadbury Schweppes Asia Pacific

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Since the 1995, publication of food safety, many changes have occurred in the world of food business. A number of driving forces have converged, focussing more attention on the proper management of food safety. All manufacturer food industri must consider many other requirements alongside food safety regulation in order to assure both the safety and quality of the product. This will bring the product into global market. Cadbury Indonesia as a part of Cadbury Schweppes and one of manufacturer food industri in Indonesia aware of this and start to implement HACCP Plan. To increase the quality of product within consumer and customer requirement, there has been much focus in parts of the world on the use of prerequisite program system which ‘design out’ hazards and allow the HACCP Plan to control those hazards that are specific to the process.

Cadbury Schweppes have set out internal competition, using manufacturing maturity profile and the result from Health Ministry audit. Health Ministry audit topic is Good Manufacturing Practices. As a result, the factory that have out of standard or as the worst, or have potential problem, will be closed. Unquestionably, the global companies are now requiring a uniform application of quality control system to assure safety product.

The purpose of this study was to identify the environment and condition of prerequisite program as success factor to implement HACCP Plan. Data obtained from 26 respondents selected from all factory Cadbury Schweppes in Asia Pacific. Quantification Method analysis were used to examined the rank. Attributes analyzed consisted of 14 – 19 variabel which can be clearly identified.

The result of this study showed that Cadbury Indonesia in Asia Pacific positioned at 16 based on Health Ministry audit and customer complain. This position still in high competition, because in major variable, Cadbury Indonesia still found 1 major deficiency that have high competition. To updating the position, Cadbury Indonesia have to develop HACCP approach integrated with Quality Management System.