



ABSTRACT

Performance Analysis of Beef Cattle Supply Chain

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A performance measurement model is a necessary tool for beef cattle supply chain network optimization. The performance measurement is conducted to support an objective planning, the performance evaluation, and determination of the future steps in strategic, tactical and operational levels. The purposes of this research are to (i) study the beef cattle supply chain management, (ii) analyze the value added in each member of supply chain, and (iii) analyze supply chain management performance. The method used in this research is Asian Productivity Organization (APO) model, Hayami value added method, and the Balanced Scorecard model combined with Fuzzy AHP.

Beef cattle supply chain starts from beef cattle importer as a supplier, PT Kariyana Gita Utama as producer (feedloter), and distributors (brokers and traders cutter) as customer. The mechanism of the supply chain of beef cattle indicate that there are six models of the supply chain. Each model has a market segment that is affected by the prevailing system among members of the supply chain, customer location and product quality. The measurement of value added in each member showed small-scale trader (traders cutter) got the highest value added about 10.44%. The performance measurement of supply chain in PT Kariyana Gita Utama in 2009 showed that the total of target attainment is about 88.05%. Customer perspective is the highest of target attainment about 107.10%, and financial perspective is the lowest of target attainment about 78.97%.

Keywords : *performance measurement, supply chain, balanced scorecard, beef cattle, PT Kariyana Gita Utama.*

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