ABSTRACT

The main purpose of this research is to analyze the demand of emulsion asphalt, one of the products of PT. Hutama Prima. In order to acknowledge which distribution line has more efficiency compared to other distribution lines in other regions, and in outcome to the analyze is an effective and efficient company's strategy that will obtain company's goals. The data were collected from Company's report of finance in 2007. The study method was Delay Payment Analysis, Marketing/Selling Capability Analysis, DEA Analysis, Distribution cost Ratio Analysis, and Goal Programming Analysis.

The result of the study indicated that: 1) Distributor's performance of Bogor sales region was more efficient than distributor's performance of Cilacap. The conclusion is based on the emulsion asphalt distribution cost in Bogor was more higher than Cilacap, in addition to total sales volume of Asphalt Emulsion in Bogor was more bigger than total sales volume in Cilacap. 3) Distributor of Bogor had been reach high profit than Cilacap.