



## SUMMARY

FATIMATUZ ZAHRO DIAH PUTRI DANI. Increasing SME Competitiveness though Supply Chain Measurement and Improvement, Case Studi: Lapis Bogor Sangkuriang. Supervised by Rizal Syarief and Marimin

The rate of growth and development of small medium enterprise (SME) in line with increasing competition. Focused modern competition ahead had been changed, from head to head competition to supply chain competition. Therefore, entrepreneurs must be ready to compete against that challenge. The ability of developed and sustain SME in competitions could be looked the SME performance. The accurate performance measurement able to formulated the right strategy to improve supply chain performance for increasing SME competitiveness.

Lapis Bogor Sangkuriang (LBS) is pioneer inovative of Taro that modified to be sponge cake that had been famous and grewed rapidly. But their succeeded began many follower and grewed many business in line. Besides still many customers complain about run out of the cake. The matters indicated that increasing of demand did not balanced yet with optimal corporate performance. Therefore the important of measured and formulated the right strategy to improved supply chain performance of LBS to increasing of competitiveness and sustainability.

These research aimed to (1) identified supply chain condition in LBS, (2) measured supply chain performance based Supply Chain Operation Reference (SCOR) and (3) choosed the priority strategy to improve the supply chain condition with Technique Order Preference Similiarity to Ideal Solutions (TOPSIS) method. Scope of these research only from the big taro flour supplier, LBS and selling partner/ reseller of LBS that had highest selling performance. Data of these research consist of primary and secondary data. Secondary data from books, journal, magazines and internal or corporate document. Primary data from the result of interview and discussion with internal and external experts.

The results of these research are (1) the supply chain pattern of Lapis Bogor Sangkuriang (LBS) consist of direct supply from supplier to manufacture of LBS and indirect supply or through the cooperative. The supply chain measurement in (LBS) used SCOR and combined with Analytical Hierarchy Process (AHP) produce the performance scor is 68.5% with the matric scor that had to be improve is Upside Supply Chain Adaptability (26.6%) and Flexibility (37.5%). The priority strategy to improve the supply chain performance based on TOPSIS is increasing machine and labour productivity.

Keyword: AHP, Competitiveness, SCOR, Small Medium Enterprise, TOPSIS

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