SUMMARY

LOUIS APRIELL. Effectiveness and Efficiency Analysis of Bandung Distribution Depo To Increase Sales. Supervised by SAHARA and KIRBRANDOKO

Distribution channels have a very important meaning in achieving the success of the company, because the goods or services will reach the hands of consumers through direct distribution channels and channels indirectly. Distribution is an integral part of the supply chain of a product, therefore an efficient process is required, which ensures the product to the hands of the consumer at minimal cost, including the distribution of lubricant products for motor vehicles.

After DKI Jakarta, West Java is an area that has the largest lubricant market potential in Indonesia which is more than 10% national lubricant market share is contributed from West Java. PTA is one of the lubricant distributors who do the distribution in the area of West Java and has a depot in Bandung. Depo Bandung has a lubricant potential of 35% of the total of West Java or four million two hundred thousand liter.

This study aims to determine the effectiveness and efficiency of PTA distribution in Bandung depot. Research conducted at PTA Bandung is to analyze the level of effectiveness of salespeople, area mapping, distribution of competitors and the level of efficiency of each salesperson to the achievement of sales in 2016. The analysis method used is descriptive analysis using primary and secondary data and data processing using Sadix system and DPMS with the tools Microsoft Excel 2010. Analysis conducted is to compare the effectiveness of visits to the sales performance of salespeople, in view of the distribution area, work experience and competitors in each distribution area. The results of the effectiveness analysis will be compared with the efficiency of each salesperson to see the level of efficiency.

The results show the effectiveness of sales force in 2016 has been effective. This is evidenced from the results of data analysis and achievement of sales targets of each salesperson in 2016. Each salesperson already has a minimum of thirteen (13) visitation workshop per day and supervision has done the mapping area based on distribution channels of goods delivery. But from the analysis of the efficiency of salespeople, the achievement of sales targets does not always have a positive impact on the targeted returns in the company. The error factor in setting sales targets and the composition of the products to be sold affects the targeted returns for each salesperson. It is advisable that the company has an incentive-adding mechanism so that every salesperson can visit regularly.

Keywords: Bandung, distribution, effectivity, efficiency, lubricants, area management