

ABSTRACT

Very tight emulation claim all organizer of business to be able to continue to stay an conduct efficiency in its business activities. Inventory become an activity getting deeper attention in company, because this activity give high cost if do not be managed better. Therefore a success company is company who manage they inventory carefully. This company can compete in era of competition very tight like this day. Expense of inventory no there's only at side of supplier but expense at wholeseler until retailer till the goods can be accepted by customer there surely is released cost, therefore need management which usually call Supply Chain Management. At the moment PT. Ultrajaya Milk Industry & Trading Company still conduct the way of traditional to manage activity of supply chain. This matter still happened because activity of supplier and retailer still wall unfavorable.

Technology on internet have almost become component which obliged to each every company which wish remain to earn to complete. Technology of internet have been used as information medium until activity of e-business even also have been conducted. As one off the alternative to overcome the condition of like above hence technology of internet figured in management of supply chain especially to as a means of assist to be able to apply strategy in supply chain that is conducting partnership by using strategy of Quick Response Logistic more effective in order process and sharing data between all component of supply chain.

Excess will be got from applying of strategy of partnership and system information as supporter tool is, firs, can give excellence of side lead time. In management of supply chain becoming important matter is lead time. This is matter very interconnected sliver whit the time. Where in management of supply chain time is represent advantages of cost, high or low parameter service will given. Second, excellence in forecasting. By applying strategy of partnership, error in forecasting which most happened because duplication of forecasting ca be eliminated because with existense of good relation and also binding which each other between component of supply chain hence enabling to the happening of single forecasting, where POS data (Point of Sales) can be used together by each every level with existense of ability of integrated information system. Third, can give excellence in coordination. With existense of good partnership hence coordination and information concerning feed back of product which have in market will faster and accurate., so that time to prepare and improve product will be more quickly and precisely as according to desire and requirement of consumer.

Keyword : Supply Chain, Strategy of Partnership, Quick Response Logistic, Information System

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