

ABSTRACT

The purpose of studying in college is that the student getting the concept about science that appropriate with the related object. In addition knowing the concept about the science, student must be able to apply theory concept into the real world. To be an academician degree-holder of Industrial engineer, knowing about Logistic Management especially supply chain management is needed. The students have to be able to identify the problem and looking for the solutions in organized the supply chain in theory and real applications.

To apply this concept into real world, for the students, this spends much cost and having high risk. But this is absolutely needed by students in order to apply the theory concept and how far the students can making the decisions for problem solving. Therefore in this research will plans a business simulation model of product distributions that be appropriate with the real system.

This business simulation describe the competition for three distribution company's in distribute the product or making the supply chain from company to warehouse and from warehouse to retailer. The company have to making the decisions of supply chain management to get the supply chain efficiency, so the company can push down the sell price at retailer and wins the market.

The final purpose from this simulation is knowing the company which have the most profit and then this company will be a winner in this simulation.

Keywords : model simulation, supply chain management