

ABSTRACT

PUSRI Inc. is one of the corporation which specialize in fertilization. The corporation is given a responsibility to distribute the subsidize fertilizer from the national government. In this case, research focussed on subsidize fertilizer distribution only in West Java region.

This corporation uses three supply point warehouses, where every cities/districts' needs was allocated directly from whose three warehouses, in one condition: each warehouse allocating distribution based on demands from each city/district. This research is applied to learn the distribution problem and solve a better allocated fertilizer distribution pattern, until the distribution cost reach a minimum value.

Transportation model (one of the distribution model) is a model that can be used to prevent the allocation problem and minimum cost establishing, inside the product distribution from many sources to many destination, until it get the optimal cost and relevant distribution pattern to be applied and reach the maximum value of profit.

In this model, optimum allocated distribution establishing, started with a making of transportation matrix, and then it will be used in WinQSB software to be calculated, and at last the problem solving with a solution for optimum allocated distribution with a minimum cost.

The number of distribution cost that has been recorded in PUSRI Inc. From January until April 2010 is Rp 2.033.650.650,- but if they use the transportation model distribution, the distribution cost for January until April 2010 is Rp 2.025.320.700,-, so Pusri Inc. will saves Rp 8.329.950,-.

Keywords: Distribution, Transportation Model