

ABSTRACT

The company relies heavily on customer satisfaction in conducting its business. The level of customer satisfaction that is not maintained can lead to company loss. Order fulfilling is one of the activity that determines customer satisfaction. In this final project, it is known that one SME (Small Medium Enterprise) gets a lot of complaints about their service in fulfilling customer orders. Complaints were collected from the 21 most dominant products the SME online store, reaching 6% of the total review. Complaints which include: errors in product picking, color picking errors, and defective product received can occur as a result of an unstructured order fulfilling process that causes various errors in its implementation. One way to solve this is to standardize the order fulfilling process through SOP (Standard Operating Procedure) along with supporting documents and forms.

The topic of this final project focuses on designing the SOP (Standard Operating Procedure) for order fulfilling process SME with limited human resource. Gap analysis of ISO 9001:2015 requirements and stakeholder requirements is carried out on the existing order fulfilling process. The design will be based on Business Process Improvement framework through Streamlining tool supported by the PDCA approach. The result of the final project is proposed design of a new SOP (Standard Operating Procedure) for the order fulfilling process with addition of checking activity its supporting documents. It is hoped that the SOP design can create a structured order fulfilling process that supports effective implementation, so that process errors can be reduced from 6% to 2% or as minimum as possible.