

ABSTRACT

Poultry Shop as a distributor playing important role in the effort of supplying substance of livestock. The main problem is the demand doesn't match with the supply. Gist of this problem is pursuing of information stream.

The concept of Supply Chain Management is used as approach to finish the problem that has described in above. Concept of Supply Chain Management covering very wide study area from each point of actor of supply chain, that is supplier, manufacturer, distributor, and end-customer. For identifying the problem in poultry shop, hence be done by analysis of value chain, covering assessment at variable of primary activity and supporter activity. From analysis of this value chain, we will know a strength, feebleness and potency that owned. And then data of strength, feebleness and potency will be used as pre-requirement in building prototype of software. Facility provided in this application cover information of request volume, status of requirement accomplishment, generate of material requirement based on demand, offering accomplishment by supplier, status of material that has been purchased by customer and also retailer.

Based on problem of stuffing up of information stream among stakeholder, hence be taken information technology as catalyst in Supply Chain Management. Information technology that is applicated in prototype of web base software will process data to become worthing information in decision making for actor of Supply Chain Management, support creation of information transparency between stakeholder, so the problem of information stream, communication quality, and cooperation can improved.

Key word: Supply Chain Management, value chain analysis, web based information system