

**LOGISTIC: SUPPLY CHAIN MANAGEMENT AND
PURCHASING STRATEGY
“CASE STUDY OF GIANT HYPERMARKET”**

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UNIVERSITI UTARA MALAYSIA

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**LOGISTIC: SUPPLY CHAIN MANAGEMENT AND
PURCHASING STRATEGY
“CASE STUDY OF GIANT HYPERMARKET”**

**A Research Project (PMZ 6996) Submitted to the Faculty of Business
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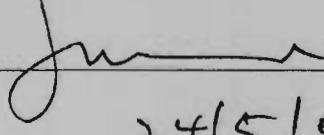
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ABSTRAK

Kajian ini bertujuan untuk menerokai mengenai pengurusan rantaian bekalan dan strategi pembelian di Giant Hypermarket. Ini disebabkan lebih daripada satu dekad, rantaian bekalan (SCM) telah menerima peningkatan pemerhatian dalam lingkungan industri untuk mencapai kelebihan persaingan. Pengurusan rantaian bekalan adalah konsep asas yang membolehkan organisasi berkembang untuk memperbaiki kecekapan dan keberkesan dalam arena global dan persekitaran yang berdaya saing tinggi untuk alaf dua puluh satu. Pengurusan rantaian bekalan (SCM) adalah proses merancang, melaksana dan mengawal operasi mengenai rantaian bekalan dengan tujuan untuk memenuhi kehendak pelanggan secekap dan sebaik mungkin. Untuk kajian ini sesi temuramah telah dijalankan untuk mengumpul data dan maklumat. Temuramah atau wawancara juga telah berlangsung dalam tiga sesi untuk mendapatkan maklumat yang berkaitan dengan kajian. Kaedah deskriptif telah digunakan dalam kajian ini untuk menerangkan mengenai polisi pemasaran, polisi harga, polisi pembelian, polisi kuantiti dan penghantaran, polisi pengurusan sumber manusia dan juga strategi pembelian secara “Just- in time”(pembelian tepat pada masanya). Kajian ini juga menggunakan kaedah kualitatif, yang tidak melibatkan pengukuran atau pun statistik. Pengurusan rantaian bekalan mencantumkan pengurusan bekalan dan permintaan di dalam dan di luar organisasi. Organisasi semakin percaya pada kecekapan rantaian bekalan atau rangkaian untuk bersaing dalam pasaran global dan rangkaian ekonomi. Oleh itu, kajian ini dijalankan bertujuan untuk mengetahui dan memahami mengenai kepentingan rantaian bekalan dan strategi pembelian dalam sesbuah organisasi di samping dengan harapan pengetahuan daripada kajian ini akan dapat menyediakan input yang berguna untuk organisasi dalam membangunkan pengurusan rantaian bekalan dan strategi pembelian yang paling berkesan untuk meningkatkan kecekapan dan keberkesan organisasi.

ABSTRACT

This research aims to explore about supply chain management and purchasing strategies at Giant Hypermarket. It is because for more than a decade, supply chain (SCM) has received increased attention among the industries for achieving competitive advantage. Supply chain management is a fundamental concept that has evolved to enable organizations to improve their efficiency and effectiveness in the global and highly competitive environment of the twenty-first century. Supply chain management (SCM) is the process of planning, implementing, and controlling the operations of the supply chain with the purpose to satisfy customer requirements as efficiently as possible. For this research study, the interview session was designed in order to collect the data and information. The interviews have been done in three sessions to collect the information needed. A descriptive analysis is used in this study to explain regarding marketing policy, pricing policy, purchasing policy, quantity and delivery policy, human resource management policy and Just-in time purchasing strategies. This study also used qualitative methods, that indicates are methods that do not involve measurement or statistics. Supply Chain Management integrates supply and demand management within and across companies. Organizations increasingly find that they must rely on effective supply chains, or networks, to successfully compete in the global market and networked economy. Therefore, this study attempts to know and understand the importance of supply chain management and purchasing strategies in the organization with hoping that the knowledge of this study will provide useful inputs to organization in developing impressive supply chain management and purchasing strategies to increase organization efficiency and effectiveness.

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In the name of Allah, the most gracious and most merciful.

Praise to Allah, Lord of the universe for His bounties and bestowed upon us. Peace to Prophet Muhammad S.A.W. the sole human inspiration worthy of imitation.

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DEDICATION

I would like to dedicate this part of my life's work to my loving parents, Mak and Abah. You're truly earned this degree as much as I did. Your enduring love and support is the reason for my success. When the challenges of the Master's program became overbearing, both of you were there to encourage me to persevere, to remind me of my ultimate objective, and to help me have some fun along the way. I am eternally grateful for all that you had to sacrifice, and I love you both very much. I would like express my deepest grateful to all lectures that teach me throughout the course. My special thanks also goes to all my friends, especially Noor Aswani Dahlan. Thank you for your emotional support. I will always be indebted to you.

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CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

During the 1990s, supply chain management became a part of the CEO, CFO, COO, and CIO vocabularies. The dynamics of the global marketplace had changed dramatically. The lexicon of many private and public organizations expanded to include supply chain management and related concepts and strategies such as continuous replenishment, pull distribution systems, reduce cycle times, and so on.

According to Douglas (1998), supply chain management is a design, planning, execution and monitoring of supply chain activities with the objectives of creating net value, building a competitive infrastructure, leveraging, and worldwide logistics, synchronizing supply with demand and measuring performance globally.

A supply chain essentially has three main parts, the supply, manufacturing and distribution. Co-ordination and communication are very important software aspects of supply chain management. Unfortunately one of the weakest links in developing countries is communication. Both in terms of software and hardware terms the current developments in IT (internet, e-mail, EDI) have made it possible for connectivity, but in the nation like India constraints to

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