

1

BUSINESS CYCLE AND PROCESS

I Gede Made Karma

Business Cycle and Process

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- BUSINESS CYCLE
- BUSINESS FUNCTION
- BUSINESS LEVEL

Business Cycle

3

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    graph TD
      A[Opportunity] --> B[Feasibility]
      B --> C[Engineering Design]
      C --> D[Construction]
      D --> E[Operation and Maintenance]
    
```

BUSINESS FUNCTION

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MARKETING

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1. IDENTIFIKASI KEBUTUHAN
 - JENIS PRODUK/JASA
 - KONSUMEN
 - SPESIFIKASI
 - DAYA BELI
 - VOLUME
 - SALURAN DISTRIBUSI
2. PENYAMPAIAN PRODUK/JASA
 - MARKETING MIX

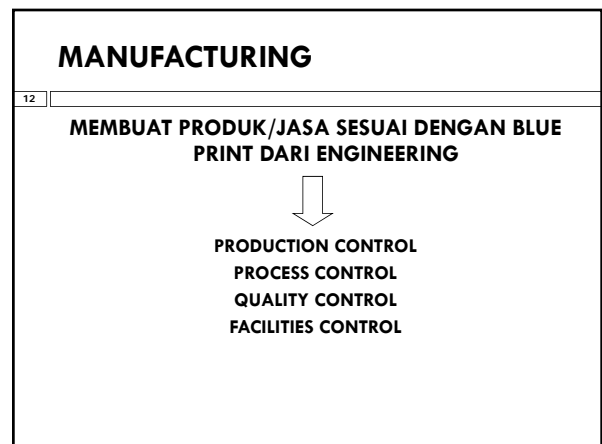
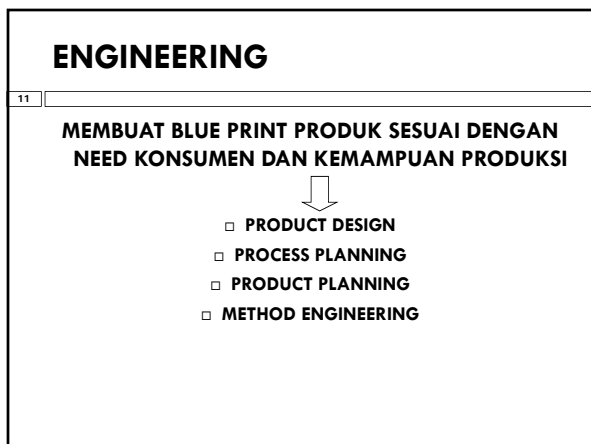
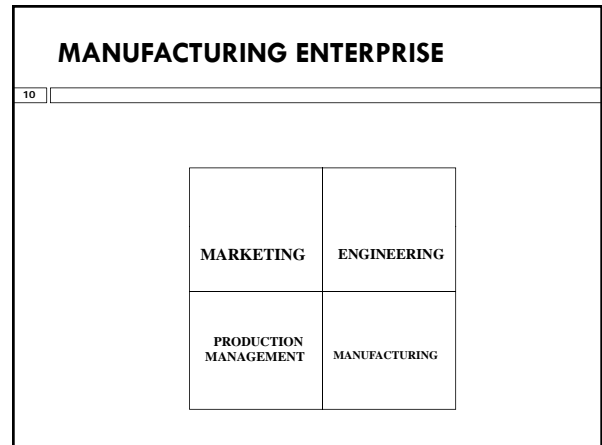
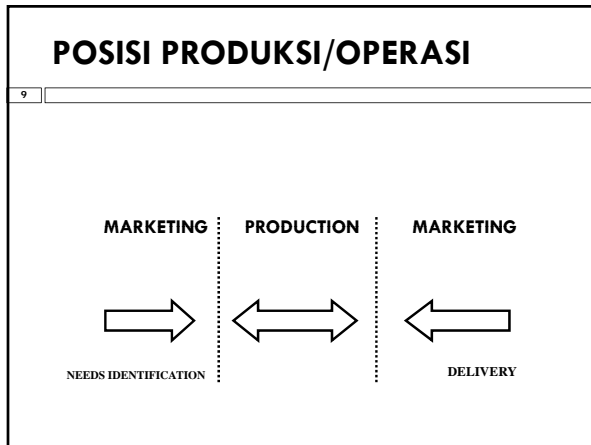
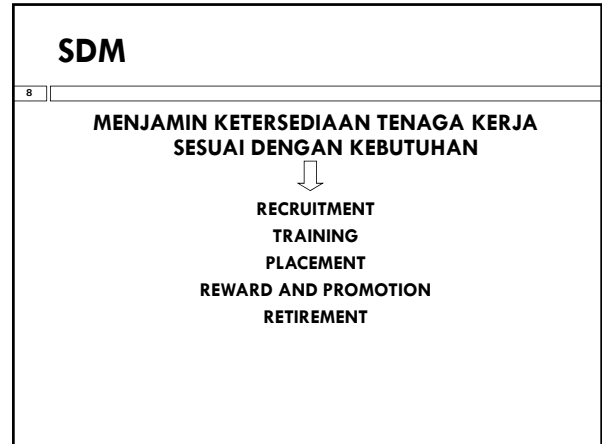
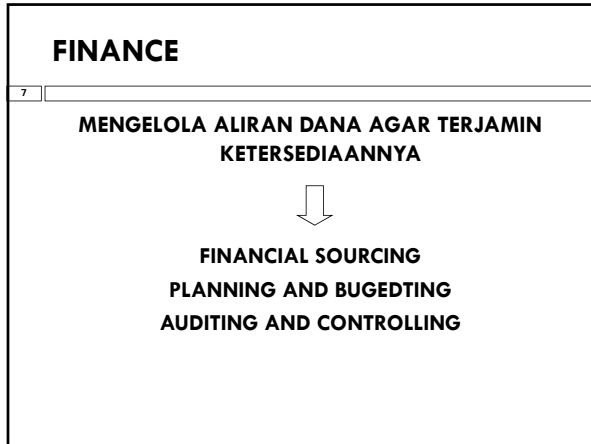
PRODUCTION/OPERATION

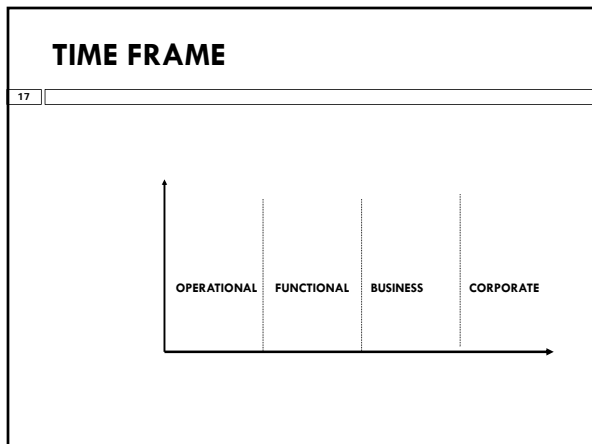
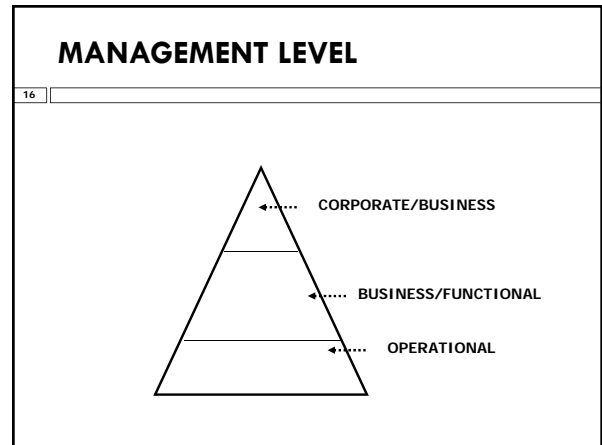
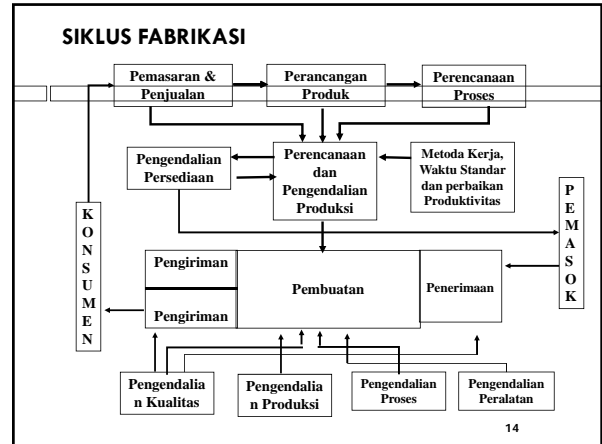
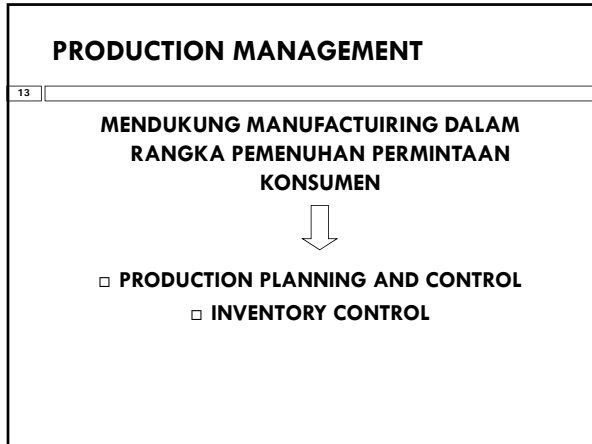
6

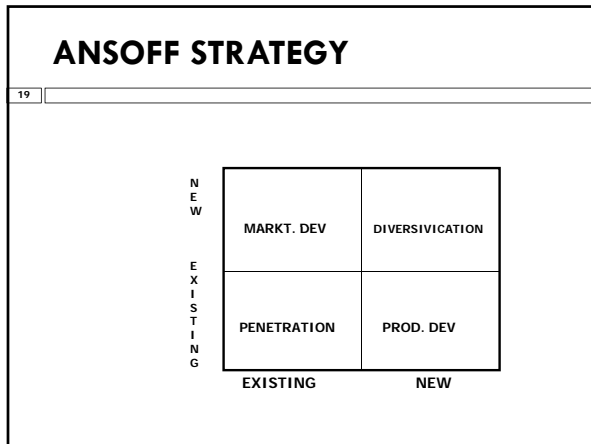
MENGHASILKAN PRODUK SESUAI DENGAN
PERMINTAAN KONSUMEN

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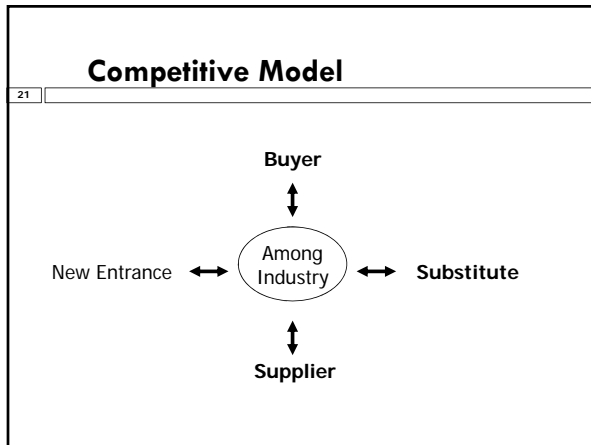
ENGINEERING
MANUFACTURING
PRODUCTION MANAGEMENT







- ### BUSINESS STRATEGY
- 20
- SCOPE : SBU
 - OBJECTIVE : COMPETITIVENESS
 - PERFORMANCE : MARKET SHARE
 - FORMULATION:
 - COST LEADERSHIP
 - DIFFERENTIATION
 - FOCUS



- ### Porter's Business Strategy
- 22
- Cost Leadership
 - Differentiation
 - Focus
 - Cost
 - Differentiation

- ### FUNCTIONAL STRATEGY
- 23
- SCOPE : BUSINESS FUNCTION
 - OBJECTIVE : COMPETITIVE PRIORITY
 - PERFORMANCE :
 - TARGET
 - COST

- ### OPERATION STRATEGY
- 24
- SCOPE : PRODUCTION/OPERATION
 - OBJECTIVE : COMPETITIVE PRIORITY
 - PERFORMANCE :
 - QUALITY
 - COST
 - DELIVERY
 - FLEXIBILITY
 - SAFETY

CONTOH TUJUAN OPERASI

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QUALITY			
	TAHUN INI	5 TAHUN YAD	KOMPETITOR
Kepuasan konsumen	75 %	85 %	75 %
Persentase scrapdan reject	15 %	5 %	10 %
Biaya garansi (% penjualan)	1 %	0.5 %	1%

COST			
	TAHUN INI	5 TAHUN YAD	KOMPETITOR
COGM (% COGS)	55 %	45 %	50%
ITO	41 x	52 x	50 x

CONTOH TUJUAN OPERASI

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DELIVERY			
	TAHUN INI	5 TAHUN YAD	KOMPETITOR
Fill Rate	90%	95%	95%
Lead Time (minggu)	3	1	1

FLEXIBILITY			
	TAHUN INI	5 TAHUN YAD	KOMPETITOR
Waktu untuk mengenalkan produk baru	10 bulan	6 bulan	8 bulan
Waktu perubahan kapasitas	3 bulan	3 bulan	3 bulan

- ### OPERATION MANAGEMENT
- 27
- **SCOPE : PRODUCTION/OPERATION**
 - **OBJECTIVE : EFFICIENCY**
 - **PERFORMANCE:**
 - **QUALITY**
 - **COST**
 - **DELIVERY**
 - **FLEXIBILITY**

- ### FAKTOR PRODUKSI
- 28
- **MANUASIA**
 - **MESIN**
 - **MATERIAL**
 - **MANAJEMEN**
 - **MODAL**

- ### KOMPETENSI
- 29
- **TEKNIKAL**
 - **MANAJERIAL**
 - . **KERJA SAMA**
 - . **LEADERSHIP**
 - . **ADAPTIF**
 - . **CREATIVE**