

SUPPLY CHAIN ANALYSIS IN PT. ASIA ADHITAMA SHIPYARD USING RESOURCE BASED VIEW (RBV) BASED STRATEGY

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ABSTRACT

Supply chain management (Supply Chain Management) is a familiar concept, especially for students, academics, and practitioners. This concept is a development of logistics management, which was born in line with a paradigm shift with more relevant strategic choices that include supply chains that support business smoothness. at PT. Asia Adithama Shipyard. The importance of clearly organizing the supply chain is to help companies define their own markets and determine the direction of their future development. When formulating an enterprise-level strategy, companies often need to decide whether to pursue one line of business or enter another related or unrelated industry. This affects the areas and markets where the company will compete, depending on the company's strategy and how to compete, depending on the competitive strategy, of course every area that affects the company depends on the functional strategy (Christopher, M. 2005)

This condition requires organizations to focus on new strategies through the management of coordination between related organizations which is better known as a supply chain. Given the importance of this concept in business and increasing insight for students, academics and practitioners, the lack of literature on supply chain management discussions prompted the author to propose the topic "Supply Chain Analysis" using RBV from supply chain data in the shipyard company, the authors propose strategy-based.

Keyword:

Supply Chain, Strategy, RBV, Mapping and Internal Resources