

Supply Chain Analysis of Operational Management of Kembar Fashion Store in Sp4 Nagan Raya

Meisy Fajar Maulini^{1*}, Cut Oriza¹

Department of Management, Faculty of Economics, Teuku Umar University

*Corresponding Author: meisycantika245@gmail.com

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Abstract

The sales information system provided by the fashion twin boutique is a product in the form of premium women's clothing from Bangkok, China and other imports. Clothing stores or often called boutiques are businesses engaged in fashion with the completeness used by women. Twin fashion boutique is one of the places that sells a variety of premium women's clothing from Bangkok, China and other imports. Twin fashion boutique has been established since 2018. The purpose of this research is to find out how the company was founded, the factors that influence business sustainability in the field of selling women's clothing, information about supply, business strategies used so that the fashion twin boutique business survives until now and business competitiveness in a competitive market. Through online and offline marketing strategies, the owner of Kembar Fashion strives to reach more customers throughout Nagan Raya and even Aceh with interactive social media, customers can access and buy collection products sold at Kembar Fashion stores that influence behavior in a purchase influenced by internal and external factors. The development of e-commerce can simplify the payment system when shopping online. this is one of the things that influences purchasing decisions through online sites in line with the development of the business world and communication supported by sophisticated technology. This research is a type of qualitative research that uses data collection techniques through observation, interviews and documentation. The main focus of this research is the twin fashion boutique of Nagan Raya District, Kuala Sub-District, Simpang Peut Village, precisely in the impress market.

Keywords: fashion, information system, import.

Introduction

Twin fashion boutique is one of the places that sells a variety of premium women's clothing from Bangkok, China and other imports. Twin fashion boutique has been established since 2018, this boutique was founded because there is a lot of demand for imported goods in Sp4 Nagan Raya but there is no clothing store in Sp4 Nagan Raya that offers imported clothing, from here the owner of twin fashion has the idea to take advantage of this business opportunity and establish a shop called *twin fashion boutique*. The purpose of this research is to find out how the company was founded, the factors that influence the sustainability of the business in the field

of selling women's clothing, information on how to manage the supply and inventory of goods, who are the target markets, business competitiveness in a competitive market and the business strategies used so that the fashion twin boutique business survives until now.

When the owner first opened the boutique, the owner only had 17 million in capital for the initial capital to open a premium women's clothing business in Bangkok, China and other imports, which included store rental fees and supply costs. At the time of opening the store the owner did not have the slightest help from other people or borrowed from the bank, the capital owned by the owner was purely personal money.

Literature Review

Supply Chain Management

According to P. Tyagi (2014) *the supply chain* is an organizational system for delivering production goods and services to customers. This chain is a network or network of various interconnected organizations that have the same goal, namely organizing the procurement and distribution of these goods. Meanwhile, according to Schroeder (2007, 189), the *supply chain* is a series of business and information processes that provide products or services from suppliers to companies and distribute them to consumers. In conclusion, the *supply chain* is a network system in a company that is connected, interdependent and mutually beneficial in organizations that work together to control, manage and develop the flow of materials, products, services and information from suppliers, companies, distributors, stores or retailers, as well as supporting companies such as logistics service companies to customers as end users.

Ballou (2004) according to Ballou supply chain management is the integration of activities that connect suppliers to end consumers. The main focus is to achieve efficiency by minimizing costs and customer satisfaction. while according to David Simchi-Levi (2003) defines Supply chain management (SCM) as a series of approaches used to manage suppliers, manufacturers, and customers in order to create the right product, in the right quantity, in the right place, and at the right time, while minimizing costs. The focus of supply chain management (SCM) according to Simchi-Levi is cost optimization through efficiently managing the flow of goods and information throughout the supply chain network. To achieve these results companies need to consider the uncertainty of consumer demand, production constraints, and complex logistics. According to him, supply chain management (SCM) also emphasizes the importance of utilizing information technology in the distribution process and managing accurate data, so that decisions can be made more quickly and accurately. so the conclusion of Supply Chain Management (SCM) is a good approach that aims to integrate and coordinate all processes in the supply chain, from procurement to distribution, to the delivery of the final product to consumers. Supply Chain Management (SCM) involves collaboration between

suppliers, manufacturers, and distributors, to achieve operational efficiency and effectiveness, with the main objective of increasing added value for customers.

In Supply Chain Management (SCM), it is important to have transparency of information, effective management of the flow of goods, and good risk management throughout the supply chain network. With well-managed Supply Chain Management (SCM), companies can reduce costs, speed up response times to consumer demand, and increase customer satisfaction.

Main products offered

The main product offered at Twin Fashion Boutique is premium women's clothing whose supplies are taken directly from Bangkok, China, and several other countries.

The higher the community's need for clothing and other fashion so that it consumes a fairly large stock of clothing, not including accessories that are increasingly used by the community, especially by teenagers. As for the quality of the products or the quality of the products we produce have several advantages, high quality and can satisfy consumers, various shapes and sizes with uptodate styles.

The usefulness of the products we sell is very suitable for ootd-an in all places and circles, especially among teenagers, besides that the products we offer have several advantages, one of which is that the quality and products are guaranteed according to the tastes or desires of consumers.

Purpose of supply chain management

The purpose of SCM is to make effectiveness and efficiency starting from suppliers, manufacturers, warehouses and stores. The absence of good coordination between related parties will result in considerable losses. One of the impacts that often occurs is the "Bullwhip effect". This is due to the lack of coordination in the exchange of information between retail stores, distributors and companies. SCM has an impact on cost control and plays an important role in improving service quality.

Benefits of supply chain management

Operational Efficiency SCM helps optimize every stage in the supply chain, from raw material procurement to finished product distribution. With good coordination, SCM reduces production and delivery time, making operations more efficient. Improved Customer Service Quality With SCM, it can ensure the availability of products on time and in the right quantity. This increases customer satisfaction and helps build customer loyalty. Response to Market Changes through SCM can help companies be more responsive to changes in market demand. With a coordinated system, it can adapt faster to make strategic decisions.

Research Methods

Research Method

In conducting this research, a qualitative method is used to research on natural conditions where the researcher is the key instrument. Qualitative research begins with the collection of information in a natural situation, which is then used to formulate into a generalization that can be accepted by human common sense (Hakim, 2008; Jason Fernando, 2014; Maret Wijaya et al., 2021). The informants of this research are people who know or the actors themselves who are directly involved in this research problem (Marwing, 2011; Pipit Mulyah, Dyah Aminatun, Sukma Septian Nasution, Tommy Hastomo, Setiana Sri Wahyuni Sitepu, 2020).

Research Objectives

The purpose of this study is to determine the process of selecting the supply of goods, logistics planning, and also how logistics distribution at the fashion twin boutique.

Data Collection Methods

The way data is collected in this study is by conducting interviews and field observations. An interview is a meeting or conversation conducted by two or more people to exchange information or an idea by means of questions and answers, so that a conclusion or meaning can be drawn on a certain topic. In this case the author conducts interviews in essence to obtain a thorough understanding of the views or perspectives directly to the owner to discuss the problems faced in carrying out the task of distributing sales of premium imported clothes from bangkok, china and several other countries. Observation is a data collection technique that is carried out through an observation, accompanied by notes on the state or behavior of the target object.

Data Analysis Technique

Data analysis technique is the process of processing data into new information. This process is carried out with the aim that the data is easier to understand, especially useful as a solution to problems related to research. There are various methods for conducting analysis, depending on the purpose of the analysis. All of these data analysis methods are mainly based on qualitative data analysis methods in research. In this study using a type of qualitative data analysis method. Qualitative data analysis technique, is a data processing technique where the data is non-numerical and focuses on its quality. The more complete the explanation in the data, the better the data will be. the success of a company is also determined based on the data analysis carried out. Looking at the times, companies are required to do many things at the same time. If you want to do many things, then the company needs a lot of human resources.

Data analysis is the process of systematically searching and compiling data from interviews, field notes and documentation (Rizky Fadilla & Ayu Wulandari, 2023). How to organize data into categories and divide them into units, place them in patterns, choose what is important and what is learned, then conclude so that it is easy to understand (Amiran, 2016).

Qualitative research data, data obtained from various sources, using various data collection techniques (triangulation), namely as follows:

1. Data reduction.
2. Presentation of Data (Data Display).
3. Conclusion Drawing.

Results And Discussion

Clothing stores or often called boutiques are businesses engaged in fashion with the completeness used by women. Twin fashion boutique is one of the places that sells a variety of premium women's clothing from Bangkok, China and other imports. Because in Nagan raya no one offers imported clothing here, the owner of twin fashion sees a very large and very promising business opportunity because the demand for clothing is quite high. With the development of the times and the higher needs of the community for services related to fashion needs, many sellers took the initiative to open a boutique business that is up to date and understands the needs of the community.

Interview Results

The author conducted interviews with research informants consisting of twin fashion boutique owners, and buyers. Here the author found a lot of information related to the fashion twin boutique.

The flow of supply at the fashion twin boutique first the owner flies directly to the destination, for example Bangkok, then later the owner chooses premium and good quality clothes, then it is sent from Bangkok to Indonesia and then offered to buyers by the owner.

No	Question	Answer
1.	an you explain the background and history of your company?	Yes, I can start this shop because there is a lot of demand for imported clothing at dinagan raya, simpang peut but there is not a single seller who offers imported products here, many sell local products only, because I see a huge business opportunity and I also have a capital of 17 million then I immediately have the idea to open my shop called boutique kembar fashion.

2.	What are the main products offered in your store?	The main products offered in my store are premium imported women's clothing from Bangkok, China and several other countries.
3.	Who is involved in decision-making?	The one involved in making decisions is myself because this shop is my own and there are no partners who invest funds in me.
4.	What technology or systems are used to support the operational process?	The technology or system that I use by promoting my shop to social media for example: WhatsApp and Instagram.
5.	How do you deal with customers or suppliers?	I maintain good relationships and communication with customers and suppliers of goods in my shop because with good communication others can be resolved
6.	What is the process of supplying goods in your shop?	The process of supplying goods in my shop is by the way I go to the country where I want to buy supplies, for example in Bangkok, I immediately fly to Bangkok to choose the supply of goods, the supply of goods selected and purchased will then be sent to Indonesia and arrive at the desired destination, namely Aceh province, Nagan Raya district, kuala sub-district, Simpang Peut village, impress market.
7.	What is your vision and mission?	My vision Due to the demand for Bangkok imports, the owner wants the people of Nagan raya not to go far to buy imported clothes, so the owner of Twin Fashion sells these imported products. My mission Providing a diverse collection of imported Bangkok clothing with excellent quality, which supports each individual to express their unique style with confidence.
8.	Where are your products sold from	Our fashion twins offer affordable

	in terms of price?	prices ranging from 200 to 1 million.
9.	Do you think the location selection of your boutique is strategic?	Of course it's strategic because it's very crowded with people passing by and also here it is next to the front of all clothing stores

Discussion

Selection of Quality Products

Quality is important because it is one of the factors of competitive advantage. The position of quality has become very important since the world market competition is getting tighter. This intense competition is triggered, among others, by the conditions of globalization which are progressing faster. The flow of capital, resources and products is increasingly free to penetrate the boundaries between one country and another.

According to Tjiptono (2013), product quality includes meeting or exceeding customer expectations. Quality which includes products, services, people, processes, and the environment. quality is a condition that will always change (such as what is considered quality today may be considered less quality in the future). Kotler and Armstrong (2013) argue that the ability of a product to demonstrate its function, such as including overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes.

In order to achieve the desired product quality, a premium quality standardization must be required. This aims to maintain that the products sold can meet the standards that have been set so that consumers will not lose confidence in the products being sold. Customer experience in buying a good or bad product will influence consumers to make a purchase again or not. Therefore, the owner of kembar fashion is very concerned about the products he sells.

Supplier Selection (Supplier)

In today's competitive business environment, it is impossible for sellers to be successful in buying goods at low cost, and selling products at high prices without satisfactory suppliers. Most companies choose to find suppliers rather than having to make their own. In the process, choosing a supplier requires several considerations such as supply availability, cost and delivery performance, and the quality of the supplier itself.

Logistics Planning

Logistics planning is the activity of thinking, research, calculation, and formulation of actions to be taken in the future, both with regard to operational activities in logistics procurement, logistics use, organization, and logistics control. Thus, logistics planning can simply be interpreted as a process of formulating logistical needs that will be used in the future to support the achievement of the company's organizational goals effectively and efficiently.

The main objective of Logistics management is that the goods needed for the production process or operational activities can be available in quantity, and quality at the most efficient cost possible. Logistics management also monitors sales until the goods reach consumers.

Logistics Distribution

Distribution can be interpreted as a channel that can be useful for producers to deliver their goods or services to consumers. Logistics, on the other hand, has a different meaning. This term can mean controlling the flow of material goods, finished goods, and information related to the business field. Logistics has to do with distribution. In logistics, there is planning and controlling the flow of goods from the factory or producer to the consumer. An example is in the payment of risk taking financing and ordering. As for the type itself, the distribution channel has various levels for the following description

examples of these distribution channel levels:

- Manufacturer to Consumer
- From Manufacturer - Retailer – Consumer
- Manufacturer - wholesaler - retailer – consume

Conclusion

Based on the above research, it can be concluded that the selection of the supply of goods for twin fashion boutiques is directly taken from China, Bangkok, and several other countries. The basic logic of twin fashion boutiques is to get supplies from Bangkok, China and several other countries and then send them from that country to Indonesia by passing through several expeditions to arrive in Aceh province, Nagan raya district, kuala sub-district, sp peut village, when the goods have arrived, they are promoted through social media and then displayed in stores and some are sold online so that they reach the end customer. The products sold by Twin Fashion Boutique are proven to be original and premium imports taken directly from Bangkok, China and several other countries.

Suggestions

Suggestions based on the above research that with the existence of Supply Chain Management in the company it is possible to increase effectiveness and efficiency in the process of purchasing the supply of goods, fulfilling customer

orders. The application of supply chain management at a time like this is suitable to be applied, because this system has the advantage of being able to manage the flow of goods or products in a supply chain.

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