

Abstract

This research had an aim to improve the supply chain and distribution management of fresh noodles so that the goods can be shipped directly and quickly from producers to consumers and still retain the quality and freshness. Solution to quality management and lengthening of fresh noodles' life needs an analysis through product flow consideration, from procuring of raw materials, transforming these to fresh noodle products, rapid transportation and distribution to consumers. In order to achieve these objectives, the research team had selected a sample group by a stratified random sampling method and chosen suitable targets that were well scattered in the project site and represented multiple production amount. Then an interview form was designed and information collected through a 100% direct means from the sample group. The stakeholders involved in the supply chain are factories, distributing centers, wholesalers, retailers, and independent sellers.

From the study of the present day logistics and fresh noodles distribution, the SWOT analysis was conducted in order to understand logistics situation and distribution of fresh noodles that led to problems in the use of preservatives and other additives in the products to lengthen the storage capacity together with various factors affecting the products' quality. An analysis on factors that had impacted on safety of consumption of fresh noodles in terms of logistics and product distribution by classifying them into the inbound logistics, internal logistics and outbound logistics was also conducted. The inbound logistics factors are quality of raw materials, storing of raw materials, raw material quality auditing device and transportation from raw material sources to factory. The internal logistics factors are production that are in line with GMP, packages, transporting vehicles and storing of goods in factory, while the outbound logistics factors are place of storage in the market, goods distribution and selling by wholesalers/retailers.

Following this, the factors affecting the criteria of fresh noodles were prioritized through the Analytical Hierarchy Process (AHP). The study took into account three criteria determined through consideration of the real situation of fresh noodle business, namely: (1) impact on fresh noodle quality, (2) impact on fresh noodle production costs, and (3) impact on fresh noodle implementation time. It can be concluded that under the three main decision criteria for fresh noodles for prioritization, the production factor that was in line with GMP and place of storage in the market are mostly important, or at 14.00%. The second priorities were raw material quality and goods distribution, at 13.00%. The factor related to packaging was third in importance or at 10.00%.

In order to make recommendations for logistics management strategies of fresh noodles so that the noodles have a longer shelf life, the TOWS Matrix was developed and two major means were considered: (1) Fresh noodle logistics management strategy and (2) Fresh noodle distribution strategy. In order to make the distribution management of fresh noodles so that the goods can be shipped directly and quickly from producers to consumers and still retain the quality and freshness.

Keyword: Fresh noodle, supply chain, logistics, distribution, Analytical Hierarchy Process (AHP)