

# STRATEGI OPERASI

Oleh :

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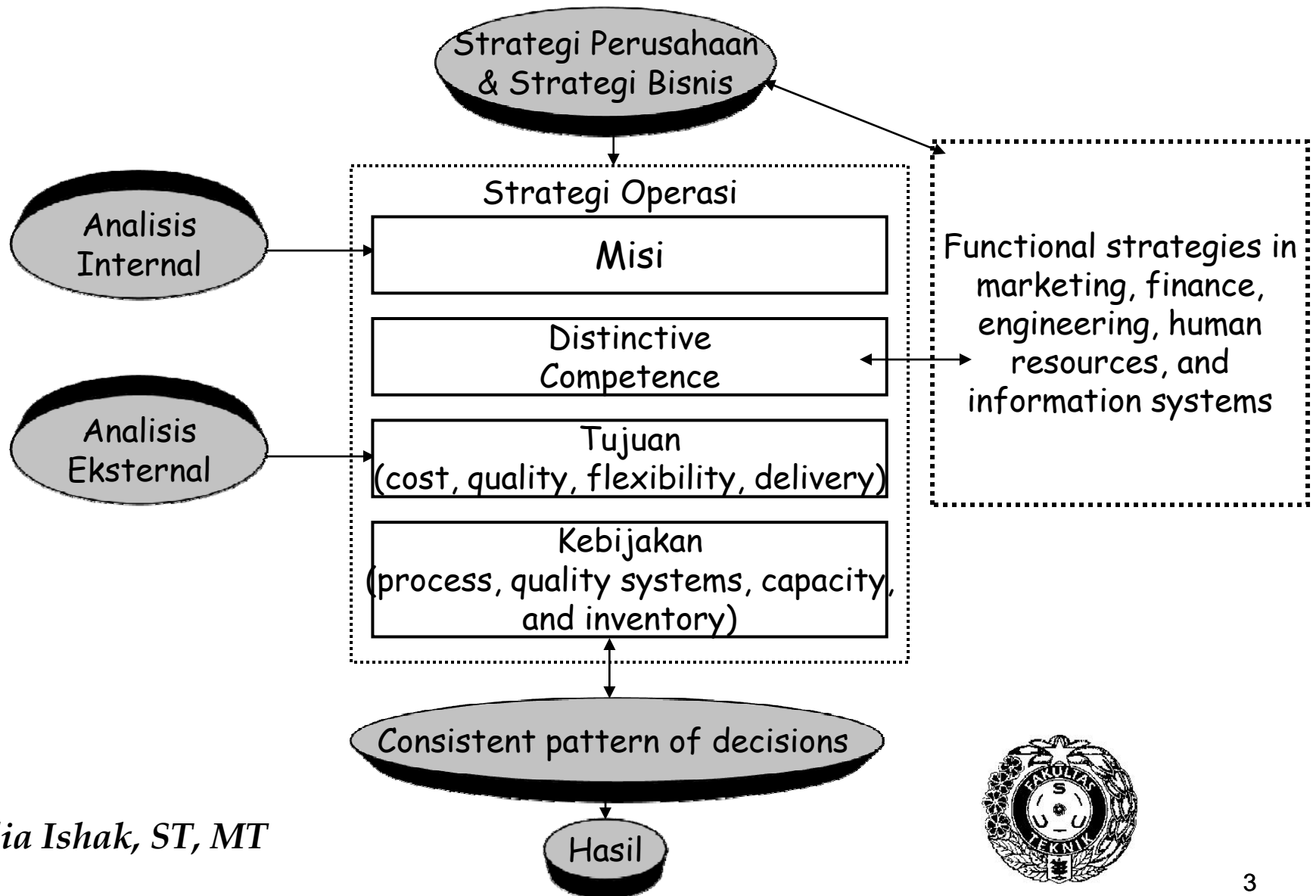


# Outline

1. Model Strategi Operasi
2. Jenis-Jenis Strategi Operasi
3. Linking Strategi
4. Fokus Operasi
5. Ruang Lingkup Global Operasi



# Model Strategi Operasi



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# Sasaran Strategi Operasi

- Kualitas
- Fleksibilitas
- Pengiriman
- Efisiensi Biaya



## Contoh Penting Kebijakan dalam Operasi

<i>Policy Type</i>	<i>Policy Area</i>	<i>Strategic Choices</i>
Process	Span of process	Make or buy
	Automation	Handmade or machine-made
	Process flow	Flexible or hard automation
	Job specialization	Project, batch, line, or continuous
	Supervision	Highly decentralized or centralized
Quality Systems	Approach	Prevention or inspection
	Training	Technical or managerial training
	Suppliers	Selected on quality or cost
Capacity	Facility size	One large or several small facilities
	Location	Near markets, low cost, or foreign
	Investment	Permanent or temporary
Inventory	Amount	High levels or low levels of inventory
	Distribution	Centralized or decentralized warehouses
	Control Systems	Control in great detail or less detail

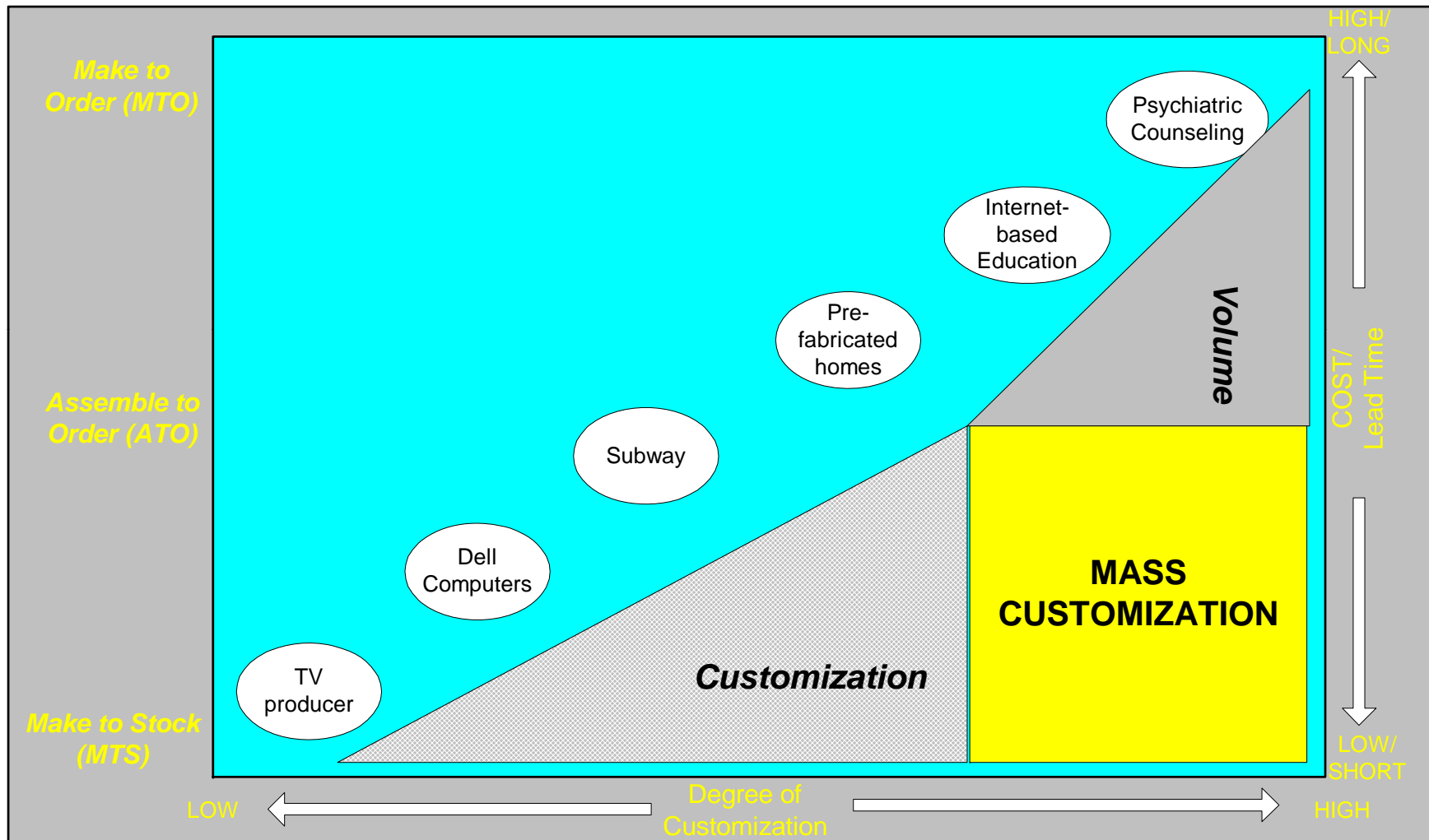


# Keterkaitan Strategi

- Kaitan Strategi operasi ke strategi bisnis
- Alternatif strategi
  - Product imitator
  - Product innovator



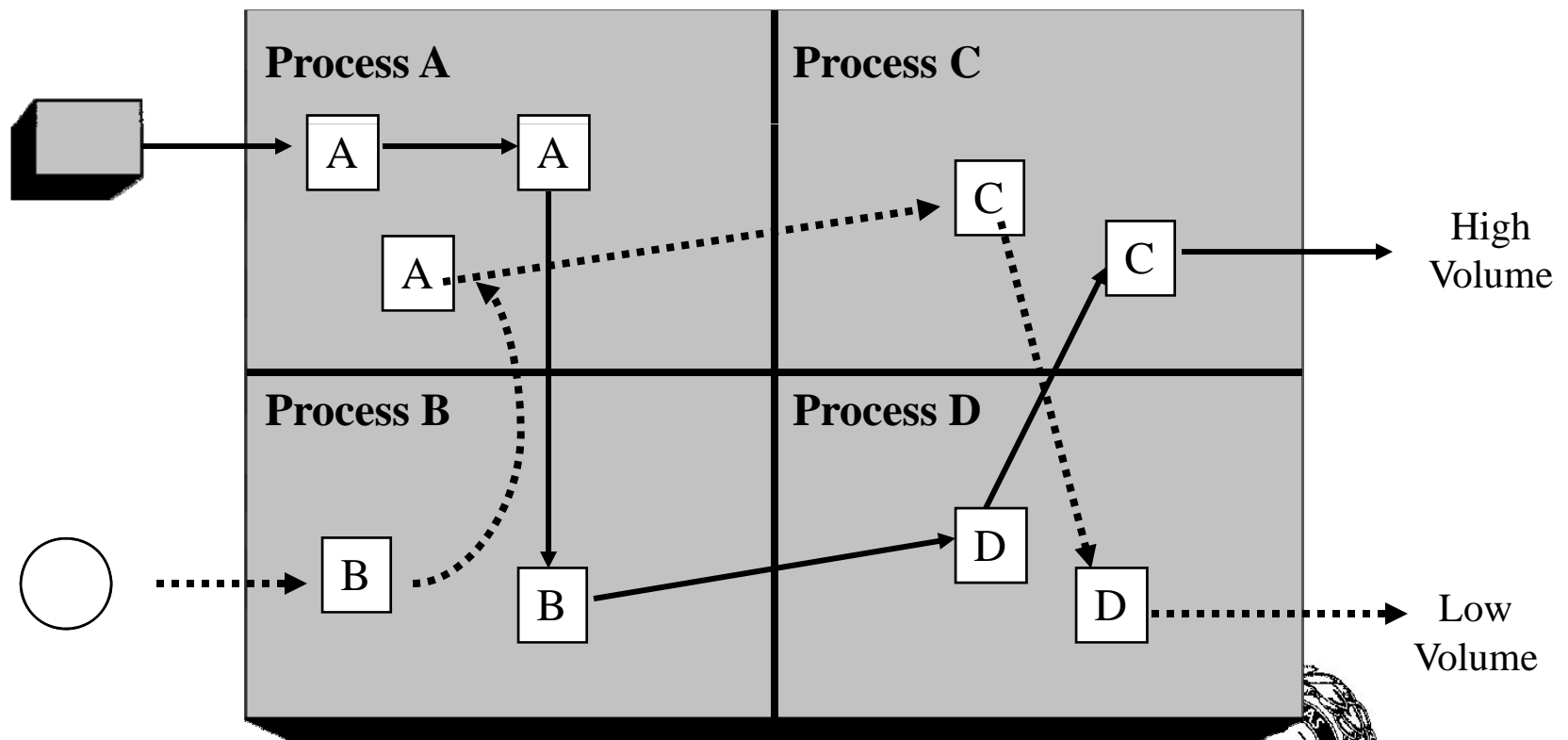
# Customization Massal dan Pilihan Proses Strategi



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# Focus Pabrik Sebelum PWP

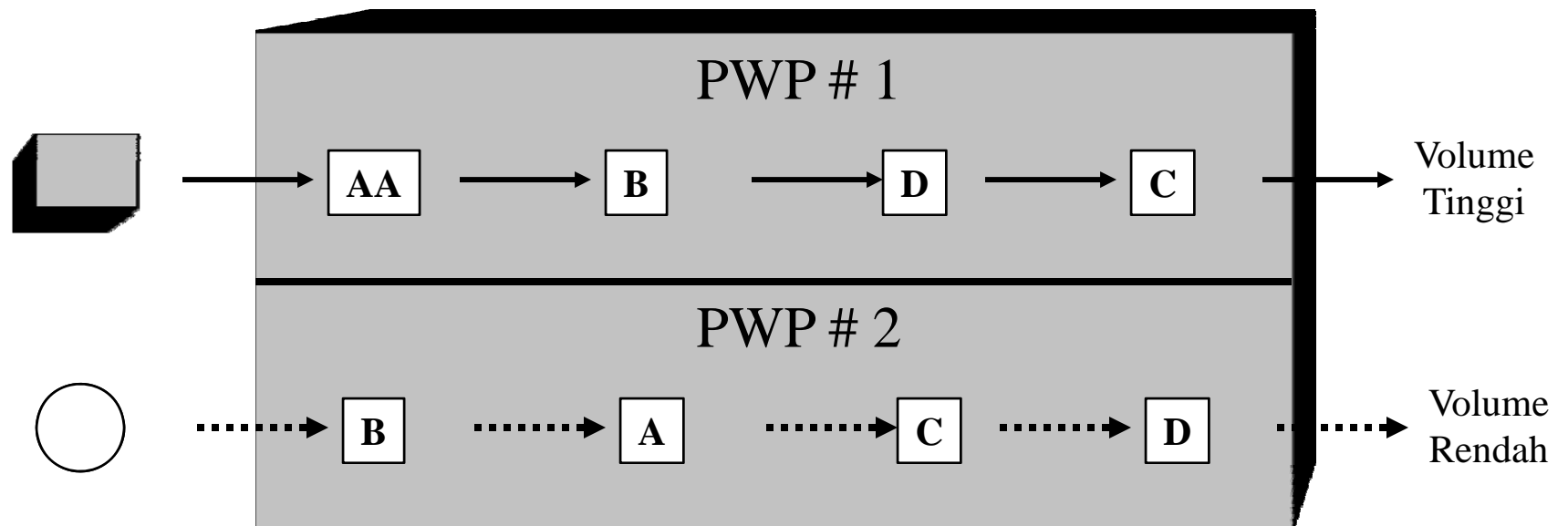


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# Focus Pabrik Setelah PWP



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# Jenis-Jenis Fokus

- Fokus Product
- Jenis Process
- Teknologi
- Volume Penjualan
- Make-to-stock and make-to-order
- Produk Baru dan mature products



# Ruang Lingkup Global Operasi

- “Tradisional” versus “Global” perusahaan
- Karakteristik “*Global Korporasi*”
- Implikasi “global” korporasi dari Manajemen operasi

