

ABSTRACT

PT. Pyridam Veteriner is a company engaged in the manufacture and industry of veterinary drugs (specifically for livestock) which was founded in 1976. There are more than 40 drugs (consisting of liquids, capsules, powders, and caplets), made by the company. Often times, forecasts obtained exceed the actual results obtained. This problem occurs because the sales results of a period are used as a reference to predict the number of goods demanded in the next period, when in fact, the demand from customers is constantly changing. This uncertainty in customer demand is the main cause of the bullwhip effect. The bullwhip effect is the variance in demand from customers, causing distortion / change. These changes have an effect that will disrupt the supply chain. This study aims to reduce the value of the bullwhip effect generated by using the Collaborative Planning, Forecasting, and Replenishment (CPFR) method and total inventory cost control using the Vendor Managed Inventory (VMI) method.

Keywords: *Bullwhip Effect, Collaborative Planning Forecasting and Replenishment (CPFR), Demand Variability, Vendor Managed Inventory (VMI), Supply Chain*