Abstract

Todays, competition of business become very tight and challenging. Only companies who understand customer requirement can survive and grow up. Now, not only capital and pericular creativity but also ability to predict market is importance factor.

In reading this market a lot of matter which require to be paid attention to. Nowadays many companies compete to get big profit and also customer satisfaction. They are very importance for the company due to influence about making relationship with other supplier and distributor or retailer which are called supply chain. PT. DaimlerChrysler Indonesia is producing motorcar and the one biggest in Indonesia and in the world. It often troubles in distributing it's products. They are often overstocks or less stocks. In order to prevent them, the company need to analyze distribution strategy and find the Bullwhip Effect cause by using an approach which will choose best alternative based on preference criteria.

Variance coefficient measurement can be used to measure the bullwhip effect. It is calculated based on actual demand in every supply chain and lead time product in distribution line. It is detected from the value of variance coefficient which is the bigger than zero (0). Fuzzy approach is a multi criteria decision making method used to rank alternatives. They are 12 criteria and 3 alternative to decide the best solution.

It is concluded that there is an information distortion from the lower supply chain information to next level. It is caused by fluctuavely demand from unreliability forecasting in every distribution chain level. It system Multi-echelon Inventory Control (MIC) to reduce the bullwhip effect.

Keywords: Bullwhip Effect, Forecasting unreliability, Fuzzy, Multi Criteria Decision Making, Lead Time, Supply Chain.