ABSTRACT

In MTO (Make To Order) enterprises, flexibility in manufacturing is recognized as critical component to achieving a competitive advantage in the market place. But, it does not adequately address the kind of flexibility a company needs to meet its strategic objectives, nor how this flexibility can be achieved. However, integrating flexibility and flexible system into an organization may also influence the marketing and corporate strategy.

This research proposes a fuzzy model as alternative technique of the weight assessment (Analytical Hierarchy Process) to identify and prioritize the relevant flexibility. In measurement of flexibility of the manufacturing system, it based on performance criteria and multidimensional approach by OMAX (Objective Matrix) method.

The results show that flexibility level of CV MAJU MAPAN is 6.81. It means the flexibility level of firm still good enough to anticipate the flexibility need of the firm because it shows MATCH indication.

Key words: Manufacturing Flexibility, Measurement, Make to Order Manufacturing, Fuzzy-AHP