

ABSTRACT

Fahrudin, M. Rizal. 2012. Thesis. “An Analysis of Fruits and Vegetables Distribution Channel to Increase Sale Volume at P.T Kusuma Satria Dinasasri Wisatajaya Batu”.

Advisor : Dr. H. Masyhuri, Ir.,MP.

Keywords: Distribution channel, Volume of sales.

Distribution channel is the path that is used for the goods movement from producer to the last consumer or the user. Distribution within a company has an effect whether the product will arrive quickly to the consumer or not. Delay or error occurring in the distribution process will be able to disrupt the company's overall operations. Distribution channel implemented efficiently and effectively is very necessary in order to achieve a good condition of the company since distribution is an activity that commonly requires natural resources direction in large numbers. This research conducted at P.T Kusuma Satria Dinasasri Wisatajaya Batu aims to find out the model of distribution channel used by the company and also the result of distribution channel implementation.

The research method used in this research is descriptive qualitative. The data analysis applied in this research is descriptive analysis.

From the descriptive analysis based on the research done in the company, the distribution used by P.T Kusuma Satria Dinasasri Wisatajaya Batu is direct distribution from producer to consumer and indirect distribution that is from producer to retailer to consumer and from producer to wholesalers to retailer then to consumer. Whereas, the sale result is unstable and cannot reach the target so it only reached 62,57% during 2011. This is caused by several factors. The most prominent factor is the condition of the goods that cannot last long and the goods' price that cannot be stable and should update according to the market price. The most important impact than can be felt from the use of the distribution channel is that the product can be sold to the consumer and for the company itself can broader intertwine cooperation by expanding the market share.