

ABSTRACT

Forecasting demand must be done by almost each company and no the company can know definitely how much did product to be requested by customer at one particular specified period. This forecast is needed the management to make decision long-range, middle-range and short-range sales planning at the company. Demand forecasting is one of the function especial from Supply Chain Management (SCM) to determine sales planning of forecasting techniques result. Effectiveness of supply network, production process, distribution process, determined by good sales planning process. The problems appearance in Business Unit Lubricant is there is no of sales planning of good lubricant and integrated with process production planning efficiently in Business Unit Lubricant.

This research wish to observe the process forecasting demand in Business Unit Lubricant whether have as according to best practices and characteristic forecasting demand of lubricant product. Then give the development concept demand planning which integrated by using a software of forecasting System Application Product and Data Processing (SAP) in Unit Business Lubricant Pertamina Company.

Evolution of information technology and software enterprise (ERP) these days have assisting many company to integrate the company business process, production process, supply, sales planning process and finance. Requirement of software enterprise is very required companies to anticipate change of the environment very quickly enable company require the accurate data, quickly and real-time for decision making of the management. Advance Planner and Optimizer (APO) is one part component to optimalization usage of system R/3 intend to improve the information current real-timely, collaboration and support the decision making planning more forward as according to global business framework. As integrated company business application system, SAP-APO is the part of solution component Supply Chain Management SAP where function from demand planning that reside in.

Keyword:

Demand forecasting, Supply Chain Management, Advance Planner and Optimizer.