

Performance Measurement of Supply Chain Activities Using the Scor 12.0 Approach in the Cosmetic Industry in Indonesia

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Abstract

The trend of using cosmetic products in Indonesia is not only exclusively for women but also has expanded for men and children. The Indonesian government reported 797 small, medium, and large-scale domestic cosmetic enterprises as of 2019, up from 760 businesses the year before. The performance of the cosmetics business increased by 5.59% in 2020, and it provided USD 317 million, up 15.2% from the year before, to foreign exchange for export. Given the risks and uncertainties involved in the activities, linkages, and interconnections between elements from upstream to downstream, supply chain flow in business operations is surely a challenging topic to describe. In order to assure the establishment of an effective risk mitigation strategy, this study attempts to conceive a supply chain risk model for the Indonesian cosmetics sector. This research used qualitative data in a questionnaire assessment by expert.