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CHAPTER 1 - INTRODUCTION

1.1 Background

PT United Tractors Tbk is a subsidiary of PT Astra International Tbk. To date, PT United Tractors has developed through six main business pillars, namely Construction Machinery, Mining Contractors, Coal Mining, Gold Mining, Construction Industry, and Energy. Previously United Tractors was called PT Inter-Astra Motor Works and changed its name to PT United Tractors on October 13, 1972. Currently, United Tractors is known as the largest heavy equipment distributor in Indonesia and is a leader in the heavy equipment market through its brand products KOMATSU, UD Truck, BOMAG, SCANIA, TADANO. The head office of PT United Tractors Tbk is located in Jakarta, Indonesia, with supporting offices spread across various provinces, districts, and large cities in Indonesia. Currently, PT United Tractors Tbk has 20 branch offices, 39 site support, 25 representative offices, and various other service points.

One of the branch offices is in West Kalimantan province, Pontianak city, and has a representative office in Ketapang sub-district, is a new representative office that was inaugurated in February 2023 by serving old and loyal customers such as the Harita Group, Sinar Mas Group, and local and interbranch customers who operate in Ketapang, therefore PT United Tractors is worthy of being given full service for all heavy equipment needs which can be supported by UT Pontianak through UT Ketapang representatives, both spare part purchasing services and repair services.

As with other branches and sites, in West Kalimantan, there is also a PT UNITED TRACTORS Tbk branch, which in this case backs up and supports all customers in West Kalimantan, This territorial division is based in provinces in Indonesia, with an area of West Kalimantan which is 147,307 square km, of course UT Pontianak Branch must be tactical and creative in managing working hours, the amount of manpower and the use of supporting assets such as inventory and existing vehicles so that the entire area of West Kalimantan is covered.

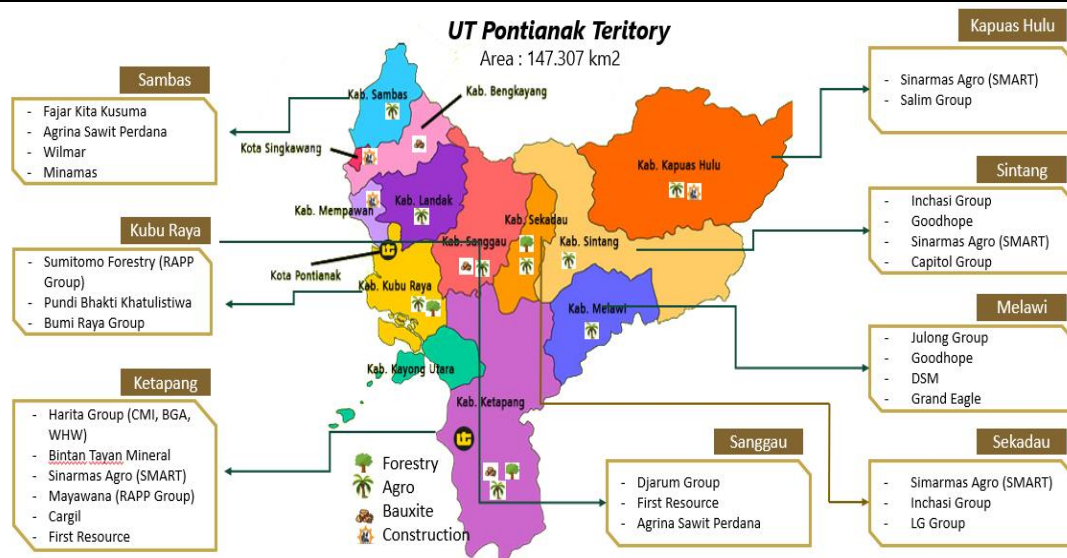


Figure 1.1. UT Pontianak territorial support area

It is undeniable that this area provides support for customers overwhelmed. To overcome this, the management of UT Pontianak, in this case, the thesis that I made, is to create a cluster strategy:

1. Map the largest market priority scale
2. The largest population of units in operation
3. The biggest revenue contributor from units, parts, and services

At least of the 3 things above were mapped and selected to focus on support in the Ketapang area as a branch widening or support focus point, Ketapang has a complete sector, namely agro, bauxite mining, and construction.

To meet the spare parts needs of the UT Ketapang representative area with complex sectors such as bauxite mining, oil palm plantations and construction, the UT Ketapang Representative area has warehouse facilities and a standby supply of spare parts and manpower. With the increasing need for spare parts, UT Ketapang Representatives are preparing to increase stock volume, which has an impact on the inefficient working capital of United Tractors Pontianak Branch.

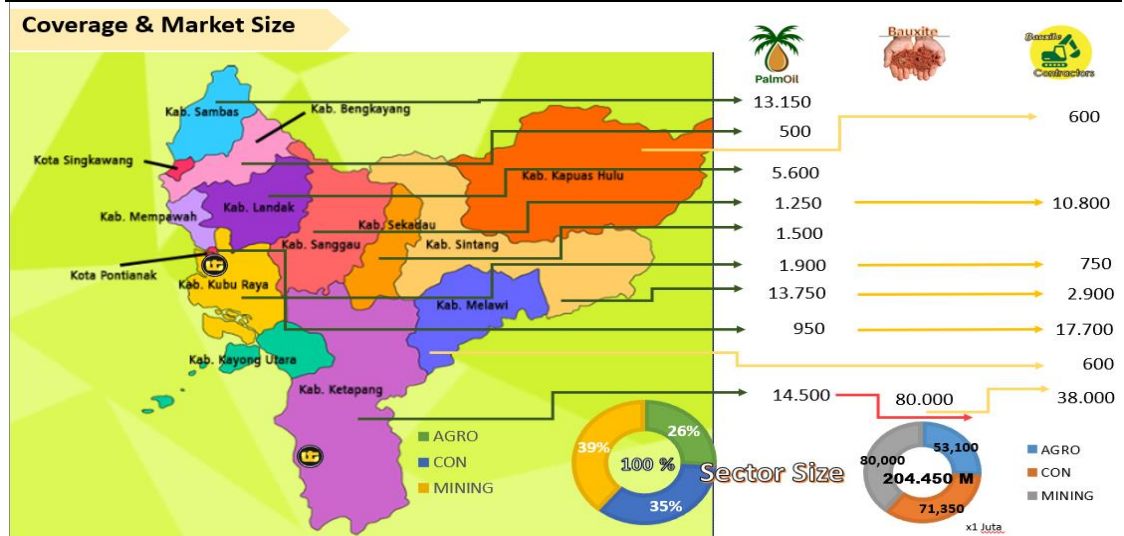


Figure 1.2. UT Pontianak Coverage Area and Sector Market Size

The author conducted research with the title "Improvement OTIF (On Time In Full) to Increase Product Support Levels in Ketapang Support Point at UT Pontianak Branch" to provide analysis and repair planning at UT Ketapang in a pattern of fulfilling spare parts requests on time in full.

1.2 Research Problems

From the company's operational performance in providing spare parts for UT Ketapang experienced problems with the performance inventory availability and OTIF not being achieved for the past 7 months, which can be seen in Figure 1.1

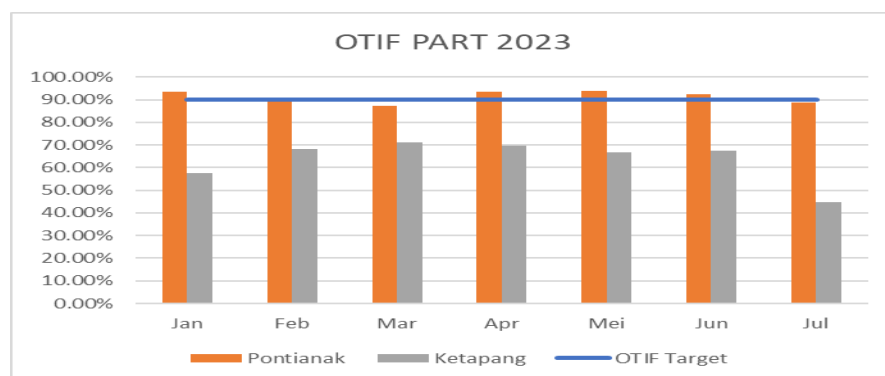


Figure. 1.3 UT Pontianak OTIF Performance Graphic