

ABSTRACT

This study examines the implementation of inventory management practices at PT Prima Nanjung Sejati, a small-to-medium-scale frozen food retailer. The business faces operational challenges related to fluctuating demand, limited freezer capacity, stock discrepancies between recorded and physical inventory, and forecasting practices that are not yet fully structured quantitatively.

Using a qualitative case study approach, data were collected through in-depth interviews, direct observation, and documentation. The findings indicate that the company has implemented an integrated inventory information system supported by historical sales data, daily stock adjustments, and internal checking mechanisms. Although the system demonstrates a relatively mature operational structure, inventory decision-making remains partially dependent on managerial experience rather than formal quantitative models.

Key challenges include seasonal stockouts, overstock risks, warehouse capacity constraints, and vulnerability to supplier disruptions. To address these issues, the study proposes strategic improvements such as the optimization of demand forecasting methods, structured safety stock calculation, supplier diversification, and strengthened internal control procedures.

This research contributes to the development of adaptive inventory management strategies for small and medium-sized frozen food retailers by highlighting the balance between system integration and managerial judgment in dynamic operational environments.

Keywords: Inventory management, Frozen Food Retail, Safety Stock, Demand Forecasting, Warehouse Capacity, Supply Risk.

