

## **ABSTRACT**

*A problem that frequently occurs at the company that manages the network of stores is less control of logistic management. Logistic management performance control policies will affect the increased performance of the company's performance in distributing requests to customer outlets and manage inventory of products in the distribution center. PT Indomarco Prismatama is a holding company that manages the outlets including in indomaret in Semarang. Related distribution logistic management performance problems in the supply of goods from the distribution center to indomaret outlets in Semarang.*

*In terms of the performance of logistic distribution, PT Indomarco Prismata was optimal in product distribution to individual outlets indomaret controlled directly from the distribution center. In supporting the performance of logistic management is inseparable from the influence of the location of distribution center outlets indomaret, smooth transport in distribution to outlets as well as the availability of products in the distribution center to meet the demand of each outlet to avoid losing sales.*

*This research concluded that the company could be more efficient and effective to minimize the risk that may occur for the company. The performance of the logistic management supports a positive improvement for the company.*

*Keyword: Logistic Distribution Performance, Location Of Distribution Center, Smoothness Of Transportation, Product Inventory.*