

## **ABSTRACT**

*Competitiveness in the field of production and service is very visible with many companies flocking to create a product with new innovations so as to produce effective and efficient products by paying attention to the company's supply chain flow. Roti-Qu in Batang is one of the companies that produce bread which has produced 50 branches spread over 400 employees, this company is well aware of supply chain management. This study aims to (1) analyze supply chain management processes regarding supplier relationships (2) analyze supply chain management processes regarding customer relationships (3) analyze supply chain management processes regarding quality of informing (4) analyze supply chain management processes on business performance (5) Analyze the process of solving obstacles at Roti-Qu bakery for the development of the company.*

*This study uses a qualitative approach, with data collection through field observations, interviews and documentation. In connection with research on supply chain management, this research was conducted on the object of a bakery, namely Roti-Qu in Batang Regency, precisely in Sambong Village with the research subject being the owner of Roti-Qu, Procurement Section / Warehouse of Roti-Qu and Production Division of Roti-Qu.*

*The results of this study lead to the conclusion that the relationship with suppliers is quite good even though they still get recurring problems. Relationships with customers look good with the services provided by Roti-Qu. Sharing information on Roti-Qu is quite good because all parties involved know very well the function of an information. Business performance from the financial aspect is known to fluctuate sales during the pandemic. Business performance from the aspect of job satisfaction is quite good because Roti-Qu is satisfied with the work system at Roti-Qu. The policy implication in this research is that the procurement department handles the supply chain quite well but still requires trust in overcoming recurring problems, business people must make the latest innovations to develop the company, make good use of marketing media, place warehouses closer to areas full of branches. Roti-Qu, job satisfaction is quite good but still requires openness.*

**Keywords :** *Supply Chain Management, Relationship with suppliers, Relationship with customers, Information sharing, Business performance*