

4589194420 : MAJOR LOGISTICS MANAGEMENT

KEY WORD: SCOR MODEL / SUPPLY CHAIN MANAGEMENT

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ASWIN ATIPATTRAKUL : APPLICATION OF SCOR MODEL TO IMPROVE THE DELIVERY PROCESS OF A CERAMIC FACTORY IN LAMPANG PROVINCE.

THESIS ADVISOR : ASSIST.PROF. SOMPONG SIRISOPONSILP, Ph.D., 235 pp.

ISBN 974-53-1221-5.

The objective of this thesis is to apply the SCOR model to analyze the As-Is State of a ceramic factory in Lampang province. The study covers the PLAN, SOURCE, MAKE and DELIVER processes and deals with 3 levels of process detail 1) Top Level (Process Types) comparing the supply chain performance of the factory against that of the industry 2) Configuration Level (Process Categories) involving the alignment of supply chain processes with the infrastructure 3) Process Element Level (Decompose Processes) identifying the inputs, outputs, and the SCOR best practices for each process element.

The analysis of SCORCard Metrics shows that the factory has a large amount of unnecessary inventory which results from production defects. The study proposes a plan to solve the defect problem and suggests the use of the SCOR performance indicators and best practices to enhance the business competitiveness of the company.