

ABSTRACT

Identification of problems in the form of delivery delays, stockouts, and overstock situations, which have become major challenges affecting the overall competitiveness and performance of the company. Many companies face an imbalance between the resources used and the results achieved, leading to increased operational costs and decreased productivity.

This study aims to analyze the level of operational efficiency in the company Kamar Gadget by applying supply chain management principles using the SCOR (Supply Chain Operations Reference) model. The findings indicate inefficiencies in several stages of the distribution and service processes, particularly in lead time and inventory management. These inefficiencies contribute to high operational costs and delays in product delivery to customers.

Keywords: *Operational Efficiency, Supply Chain Management, and SCOR.*