

ABSTRACT

This study aims to describe the practice of Purchasing Strategy in UD.Rejeki Laut. This study uses qualitative approach by using descriptive method. This study uses a seafood trading company, UD.Rejeki Laut as a research object on January - December 2015 period.

The study findings suggest that in the UD.Rejeki Laut's purchasing strategies practice there is two factors that influence the purchasing: supply network and sourcing strategy. The present supply network is well managed and can be improved by making a process schedule and delivery schedule. The present sourcing strategy can be improved by making a standard for supplier selection and evaluation. The present purchasing strategies are good enough for the business and can be improved by making an agreement or contract with the suppliers so the relationships will be more systematic and formal.

Keywords : purchasing strategy, supply network, sourcing strategy

