

Analysis of Logistic Administration Processes in Supporting the Export of Processed Seafood Products at CV Pasific Harvest

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ABSTRACT

This study analyzes the logistic administration processes at CV Pasific Harvest and their significance in supporting the export of processed seafood products. Efficient logistics, including inventory management, stock opname, and export documentation, are critical for maintaining product quality and meeting international market demands. The study aims to evaluate strengths, weaknesses, and opportunities in the company's logistic processes to enhance export efficiency. A qualitative case study design was employed, utilizing data collected through interviews with logistic staff, observations of warehouse practices, and analysis of logistic records and export documentation. The results highlight the effective implementation of the First In, First Out (FIFO) system, regular stock opname, and detailed documentation practices, which significantly improve operational accuracy and reduce waste. However, challenges such as damaged goods due to improper stacking during storage and dependency on a limited supplier base were identified as areas for improvement. Proposed solutions include stricter storage and handling guidelines, supplier diversification, and the adoption of digital tools for inventory and documentation management to enhance efficiency and accuracy. This study concludes that CV Pasific Harvest's optimized logistic administration contributes to its competitive advantage by ensuring product consistency and reliability in international markets. Addressing existing challenges and leveraging identified strengths can further enhance its operational efficiency and market position. These findings provide valuable insights for similar industries aiming to improve their export logistics and adapt to global market dynamics.

Keywords: *Logistic Administration, Export Efficiency, Processed Seafood, Inventory Management, Stock Opname, Supply Chain Optimization.*

ABSTRAK

Penelitian ini menganalisis proses administrasi logistik di CV Pasific Harvest dan signifikansinya dalam mendukung ekspor produk olahan makanan laut. Logistik yang efisien, termasuk manajemen inventaris, stok, dan dokumentasi ekspor, sangat penting untuk menjaga kualitas produk dan memenuhi permintaan pasar internasional. Studi ini bertujuan untuk mengevaluasi kekuatan, kelemahan, dan peluang dalam proses logistik perusahaan untuk meningkatkan efisiensi ekspor. Desain studi kasus kualitatif digunakan, memanfaatkan data yang dikumpulkan melalui wawancara dengan staf logistik, pengamatan praktik gudang, dan analisis catatan logistik dan dokumentasi ekspor. Hasil penelitian menyoroti penerapan efektif sistem *First In, First Out* (FIFO), opname stok reguler, dan praktik dokumentasi terperinci, yang secara signifikan meningkatkan akurasi operasional dan mengurangi limbah. Namun, tantangan seperti barang yang rusak karena penumpukan yang tidak tepat selama penyimpanan dan ketergantungan pada basis pemasok yang terbatas diidentifikasi sebagai area yang perlu ditingkatkan. Solusi yang diusulkan termasuk pedoman penyimpanan dan

penanganan yang lebih ketat, diversifikasi pemasok, dan adopsi alat digital untuk manajemen inventaris dan dokumentasi untuk meningkatkan efisiensi dan akurasi. Studi ini menyimpulkan bahwa administrasi logistik CV Pasific Harvest yang dioptimalkan berkontribusi pada keunggulan kompetitifnya dengan memastikan konsistensi dan keandalan produk di pasar internasional. Mengatasi tantangan yang ada dan memanfaatkan kekuatan yang teridentifikasi dapat lebih meningkatkan efisiensi operasional dan posisi pasarnya. Temuan ini memberikan wawasan berharga bagi industri serupa yang bertujuan untuk meningkatkan logistik ekspor mereka dan beradaptasi dengan dinamika pasar global.

Kata kunci: Administrasi Logistik, Efisiensi Ekspor, Pengolahan Makanan Laut, Manajemen Inventaris, Stok Opname, Optimasi Rantai Pasokan.

INTRODUCTION

The analysis of logistic administration processes in supporting the export of processed seafood products is a multifaceted endeavor that encompasses various dimensions, including supply chain management, environmental considerations, regulatory compliance, and market dynamics. Logistic administration encompasses the planning, execution, and oversight of goods movement within a company. Effective logistics are critical for ensuring timely delivery and maintaining product quality in the export sector (Christopher, M, 2016). The seafood industry is increasingly influenced by global trends, such as climate change, the COVID-19 pandemic, and evolving consumer preferences, which necessitate a robust logistic framework to ensure the efficient export of processed seafood products. Logistic administration is critical in managing the complexities of seafood supply chains, particularly in the context of international trade. The seafood supply chain is characterized by its intricate network of producers, processors, distributors, and retailers, all of which must coordinate effectively to meet export demands. According to Tveterås et al., improvements in transportation, freezing, and cooling technologies have significantly reduced costs and opened new markets for seafood exports, highlighting the importance of logistics in enhancing trade opportunities (Tveterås et al., 2012). Furthermore, the integration of Good Logistics Practices (GLP) is essential for small and medium-sized enterprises (SMEs) in the seafood sector, as it facilitates compliance with international standards and enhances competitiveness in global markets (Arifin et al., 2022).

The COVID-19 pandemic has profoundly impacted the seafood supply chain, revealing vulnerabilities and necessitating adaptive strategies. Research by Islam et al. indicates that the pandemic has led to disruptions in logistics, affecting the availability of inputs and the ability to transport seafood products (Islam et al., 2021). Government interventions have been crucial in prioritizing the seafood export subsector, with measures aimed at stabilizing supply chains and ensuring the continuity of operations (Islam et al., 2021). Additionally, the pandemic has underscored the need for resilience in seafood supply chains, as highlighted by

Subramaniam, who emphasizes that diverse and connected supply chains are better equipped to withstand shocks (Subramaniam, 2023).

Environmental sustainability is another critical aspect of logistic administration in the seafood industry. The carbon footprint associated with seafood transportation is significant, particularly for products that undergo processing before export. Ziegler et al. found that processing seafood prior to export can reduce transportation needs and enhance the utilization of by-products, thereby minimizing environmental impacts (Ziegler et al., 2012). Moreover, the adoption of environmental supply chain management practices is essential for creating viable strategies that align with sustainability goals (Denham et al., 2015). This includes evaluating the entire supply chain to identify opportunities for reducing waste and improving resource efficiency, as emphasized by Fry, who discusses the importance of the food-energy-water nexus in seafood supply chains (Fry, 2024). Traceability and compliance with regulatory standards are paramount for seafood exporters, particularly in light of increasing consumer demand for transparency and sustainability. The complexity of seafood supply chains often complicates traceability efforts, as products change hands multiple times before reaching consumers (JOSE & Venkatesan, 2023). Asche et al. highlight that compliance with international standards is crucial for maintaining market access and ensuring product safety (Asche et al., 2022).

The challenges faced by seafood exporters in meeting these standards are compounded by the need for effective communication and collaboration among supply chain actors, as noted by Denham et al. (Denham et al., 2015). Market dynamics also play a significant role in shaping logistic administration processes for seafood exports. The demand for seafood products is influenced by consumer preferences, which have shifted towards sustainability and health-conscious choices. According to Gonçalves, understanding the economic contributions of the seafood industry is essential for developing strategies that enhance market access and competitiveness (Gonçalves, 2024). Additionally, the role of marketing in promoting seafood exports cannot be understated, as effective marketing strategies can help overcome barriers and improve export performance (Ho & Olsen, 2013). The relationship-oriented nature of seafood exports, as described by Glavee-Geo and Engelseth, underscores the importance of building strong buyer-seller relationships to secure long-term business in international markets (Glavee-Geo & Engelseth, 2018). This relational aspect is critical for SMEs, which often rely on networks and partnerships to navigate the complexities of global trade.

The Uppsala internationalization model, which emphasizes learning and adaptation in international markets, is particularly relevant for seafood exporters seeking to expand their reach (Glavee-Geo & Engelseth, 2018). In conclusion, the logistic administration processes that support the export of processed seafood products are integral to the industry's success in a rapidly changing global landscape. By focusing on enhancing supply chain efficiency, ensuring environmental

sustainability, complying with regulatory standards, and adapting to market dynamics, seafood exporters can navigate the challenges and seize the opportunities presented by international trade. The interplay of these factors highlights the need for a comprehensive and integrated approach to logistics in the seafood sector, one that prioritizes collaboration, innovation, and sustainability.

Efficient logistic administration is a critical component of supply chain management, particularly for companies engaged in export activities. It ensures that goods are produced, stored, and transported in ways that maintain their quality and meet the expectations of international markets. Logistic processes, such as inventory management, stock opname, and export documentation, play an essential role in streamlining operations and reducing costs. Regular stock opname helps companies reconcile physical inventory with system records, ensuring accuracy and reducing losses due to discrepancies (Bowersox et al., 2013). For industries like processed seafood, where product freshness and compliance with international standards are paramount, robust logistics systems are indispensable. This study focuses on CV Pasific Harvest, a company specializing in processed seafood products, including canned sardines, tuna, and fish meal, to explore the efficiency of its logistic administration practices.

CV Pasific Harvest operates in a competitive global market where efficient logistics are essential for maintaining a competitive edge. Despite the company's efforts to implement systems such as FIFO (First In, First Out) and regular stock opname, challenges such as damaged goods during storage and dependency on third-party suppliers persist. Inventory management systems, including FIFO (First In, First Out), ensure older products are prioritized for distribution, reducing waste and maintaining freshness for export goods (Slack et al., 2013). These issues can impact the company's ability to meet customer demands and maintain product quality. This research aims to analyze the logistic administration processes at CV Pasific Harvest, identify strengths and weaknesses, and provide actionable recommendations to optimize its export operations. By addressing these issues, the study contributes to the broader understanding of how effective logistics management can enhance export performance in the processed seafood industry.

METHODS

The methodology of this research is based on a qualitative case study design, focusing on the logistic processes at CV Pasific Harvest. This design enables an in-depth exploration of how the company manages its inventory, handles stock opname, and executes export logistics. To ensure comprehensive data collection, the study utilized three primary methods: interviews, observation, and document analysis. Interviews were conducted with warehouse managers and logistic staff to gain insights into daily operations, challenges, and strategies employed in logistic administration. Observations were carried out to directly examine key practices such

as stock opname procedures, storage arrangements, and the handling of goods within the warehouse. Additionally, document analysis was performed on logistic records, stock cards, and export documentation to verify the alignment between reported practices and actual operational data.

The collected data were analyzed using thematic analysis, a method that helps identify recurring patterns, challenges, and opportunities in logistic administration. This approach allowed the researchers to extract meaningful themes from the qualitative data, such as the effectiveness of the FIFO system, the role of stock opname in ensuring inventory accuracy, and challenges in maintaining product quality during storage and shipment. Through this analysis, the study not only highlights the strengths of CV Pasific Harvest’s logistic practices but also uncovers critical areas for improvement, offering practical recommendations to enhance export efficiency and meet international standards.

RESULT AND DISCUSSIONS

The findings reveal that CV Pasific Harvest implements a robust inventory management system to maintain the quality and freshness of its processed seafood products for export. The company’s adoption of the First In, First Out (FIFO) system effectively minimizes waste and ensures that products retain their freshness upon reaching international markets. Regular stock opname is conducted to reconcile physical inventory with system records, ensuring accuracy and supporting efficient inventory planning. While these practices are generally effective, occasional discrepancies in inventory records highlight areas for improvement, particularly in manual data handling.

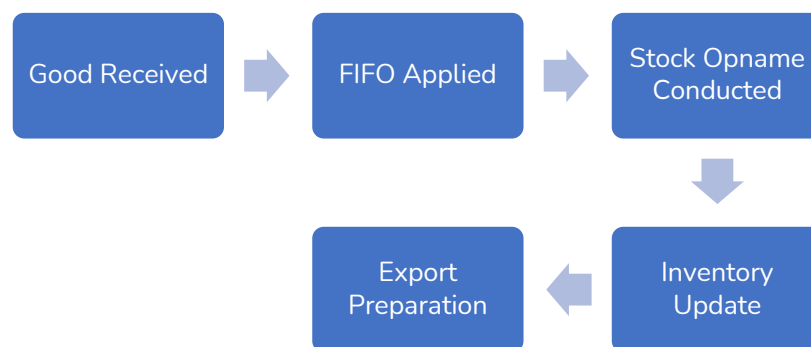


Figure 1. FIFO Process and Stock Opname Steps

Source: Data Processed 2024

In terms of goods handling and quality control, CV Pasific Harvest prioritizes product safety during storage and shipment through proper handling practices, incubation periods, and post-production quality checks. These measures help identify and address issues such as damaged packaging or contamination before the goods are

dispatched. However, challenges persist, particularly with product damage caused by improper stacking during storage. To mitigate this, the company could implement advanced storage solutions such as automated stacking systems or improve warehouse staff training on proper handling techniques.



Figure 2. Diagram of Goods Handling and Quality Control Process
Source: Data Processed 2024

Documentation processes play a crucial role in ensuring compliance with international standards and facilitating smooth export operations. CV Pasific Harvest utilizes comprehensive export documentation, including proforma invoices and shipping manifests, which enhance its credibility and reliability as an exporter. However, the documentation process is labor-intensive and susceptible to errors, especially during high-volume export periods. Adopting digital tools such as export management software could streamline these processes, reduce errors, and improve overall efficiency by integrating inventory and export documentation systems.



Figure 3. Example Document for Export
Source: Data Processed 2024

Overall, CV Pasific Harvest demonstrates several strengths in its logistic processes, including effective inventory management, rigorous quality control, and adherence to international documentation standards. However, recurring challenges, such as damaged goods and dependency on third-party suppliers, require targeted solutions. Stricter storage guidelines, improved supplier partnerships, and the

adoption of digital tools can enhance operational efficiency and competitiveness. These improvements not only benefit CV Pasific Harvest but also serve as a model for the seafood export industry, highlighting the importance of robust and integrated logistic administration practices.

Table 1. Comparing logistic strengths and challenges at CV Pasific Harvest

Source: Data processed 2024

Logistic Aspects	Strengths	Challenges
Inventory Management	Effective FIFO system, regular stock opname	Occasional record discrepancies
Goods Handling	Rigorous quality control, reduced product damage	Damage due to improper stacking
Documentation Processes	Comprehensive export documentation	Manual processes prone to errors
Supplier Dependencies	Strong relationships with key suppliers	Reliance on limited supplier base
Storage Practices	Organized storage based on product type	Risk of inefficiency during peak operations

CONCLUSION

This study highlights the critical role of logistic administration in supporting the export of processed seafood products at CV Pasific Harvest. The company has demonstrated several strengths, including the implementation of the FIFO system, regular stock opname, and adherence to comprehensive export documentation processes. These practices ensure product freshness, accuracy in inventory records, and compliance with international standards, thereby enhancing the company's competitiveness in the global market.

However, challenges such as damaged goods due to improper stacking, occasional inventory discrepancies, and reliance on a limited supplier base remain significant. Addressing these issues through stricter storage guidelines, supplier diversification, and the adoption of digital tools for inventory and documentation management can further optimize the company's logistic processes.

The findings of this study emphasize the importance of integrated and efficient logistic administration for companies operating in the seafood export industry. By leveraging its strengths and addressing identified challenges, CV Pasific Harvest can improve its operational efficiency, ensure customer satisfaction, and maintain its position in the highly competitive global market. These insights provide valuable lessons for similar industries seeking to enhance their export logistics and adapt to the evolving demands of international trade.

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