

## STORAGE MANAGEMENT AND LOGISTICS DISTRIBUTION OF OPENSTORE MUSTAQIM STORES

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### ABSTRACT

*This discussion outlines the goods receiving procedure, from physical checking to detailed recording as part of warehouse management at Tokoh Mustaqim. These receiving procedures aim to ensure the conformity of goods with orders as well as document the condition and quantity of goods to minimise errors and facilitate distribution. Product distribution is carried out through retail and wholesale approaches, including cooperation with leading expedition services to make products more widely accessible, both in urban and rural areas. This distribution strategy strengthens the accessibility of Tokoh Mustaqim products, reaches more consumers, and expands market share.*

### INTRODUCTION

Logistics is one of the most important aspects of store management, covering the storage of goods to the distribution process to customers. Good management will improve operational efficiency and minimise the risk of losses due to stock build-up or delivery delays.

Mustaqim Openstore, which is engaged in retail, focuses on logistics management in order to meet consumer needs quickly and precisely. This research aims to understand the logistics storage and distribution management process at the store, as well as evaluate the effectiveness of the methods applied in minimising obstacles that often arise, such as delays in delivery or stock shortages. In addition, this research will identify the challenges faced and provide recommendations for optimising the existing logistics process at Mustaqim Openstore. Through this research, it is hoped that a clear picture can be obtained regarding the importance of efficient logistics management in retail stores and provide insight for Mustaqim Openstore to improve its logistics services, so that customer satisfaction can be achieved optimally.

Logistics is a crucial aspect of managing store operations, which includes the storage of goods to the distribution of products to consumers. Efficient logistics management not only improves the smooth operation of the store, but also plays an important role in reducing potential losses due to stock build-up, excess inventory that does not sell, or conversely, stock shortages that lead to product vacancies and delivery delays. Efficiency in logistics also supports stores in maintaining reputation and building customer loyalty through fast, precise, and responsive service to consumer needs.

One retail store that is committed to strengthening logistics management is Mustaqim Openstore. This store specifically focuses on optimising the storage and



distribution process of goods, with the aim of meeting consumer demand in a faster and more timely manner. This research was conducted with the aim of understanding in depth how the logistics management process - especially storage and distribution - is carried out at Mustaqim Openstore, as well as evaluating the extent to which the methods implemented are able to reduce common obstacles that often arise in operations, such as delivery delays and shortages of certain product stocks.

In addition to analysing the effectiveness of the current logistics method, this research also aims to identify the challenges faced by Mustaqim Openstore in managing its logistics. The results of this identification are expected to provide new insights and practical recommendations that can be implemented to increase logistics effectiveness, while encouraging improvements in logistics services at this store. With improvements in logistics management, it is expected that Mustaqim Openstore can increase customer satisfaction through better service, while increasing operational efficiency which has a positive impact on overall store performance.

Through this research, it is hoped that a comprehensive understanding of the important role of effective logistics management in the context of retail stores will be obtained. In addition, the results of this study are expected to provide constructive input for Mustaqim Openstore to continue to innovate in its logistics processes, so as to maintain customer satisfaction and maintain competitiveness in the midst of increasingly fierce retail competition.

## **RESEARCH METHODS**

This research was conducted to the Owner of Mustaqim Openstore in Tebas. This research uses a qualitative descriptive approach. Qualitative methods can be interpreted as According to Sugiyono (2018: 213) qualitative research methods are research methods based on philosophies used to research on scientific conditions (experiments) where the researcher is an instrument, data collection techniques and qualitative analysis are more emphasis on meaning. This technique was chosen to find out and describe the management process regarding the storage and distribution of goods at the Mustaqim Openstore store in Tebas The data obtained in this study are the owner (owner) of Mustaqim Openstore.

## **RESULTS AND DISCUSSION**

After the goods arrive at the storage location, the process of checking and recording the goods is immediately carried out as part of the goods receiving procedure. The first step is to physically check the goods to ensure that the goods received match the order details, in terms of quantity, type, size, and quality that have been ordered. Arriving goods will be checked one by one, and each item is grouped according to category to facilitate verification. For example, clothing will be grouped separately from cosmetics so that each type of item can be checked more thoroughly.

During this process, the clerk will compare the arriving items with the pre-made order list to minimise errors. They inspect each item thoroughly, including its physical condition. If there is any damage such as cracks, defects, or specification discrepancies, it will be noted in detail. In addition, if the quantity of goods received does not match the quantity ordered, whether it is a shortage or an excess, the difference will be clearly recorded.

After all items have been checked and validated, the next step is to record them in detail in the system or notebook that has been prepared. This recording includes information about the number of items, categories, condition of the items, as well as any damage or shortages that may be found. This record serves as documentation that is useful for future evaluation and as evidence if there are claims that need to be submitted to the supplier.

With careful and detailed records, the logistics or warehouse team can ensure that all goods are received in a condition that is in accordance with the order and can be accounted for, while facilitating the subsequent distribution process to the department or party in need. This checking and recording process is an important step to maintain smooth operations and ensure user satisfaction.

The distribution of Tokoh Mustaqim products is carried out with a comprehensive approach, through retail and wholesale channels, to reach consumers from various backgrounds. These products are not only aimed at individual consumers, but also target small and medium-sized enterprises (SMEs) that require the supply of quality goods in certain quantities. The main objective of this strategy is to ensure that Tokoh Mustaqim products can reach more consumers in various regions, fulfil diverse needs, and expand the customer base.

In the distribution process, Tokoh Mustaqim relies on cooperation with various expedition services that are known for their reliability, such as JNE, TIKI, or Pos Indonesia, to ensure timely and safe delivery. The selection of shipping services is done selectively to ensure that each product reaches the customer in the best condition. In addition, cooperation with these logistics providers allows products to be delivered to various parts of the region, including more remote locations, so as to reach consumers who are far from the city centre.

Tokoh Mustaqim products are distributed to a number of established key partner stores in their communities, such as Toko Yusnani, Toko Yordani, Toko Intan, and Toko Cici. These stores not only act as distribution partners, but also have extensive and loyal customer networks, so that Tokoh Mustaqim products can be more easily accepted and recognised in the community. Each partner store is located at strategic points, allowing consumers to access the products directly without the need to travel far.

In addition to the main stores, the distribution of Tokoh Mustaqim products is also carried out to various other stores that are part of a wider distribution ecosystem. With this large network of stores, products can be present in more places, from urban areas to rural areas, so that people from various levels can obtain products more easily. This

approach is expected to not only increase market reach, but also provide easy access for the wider community who need Tokoh Mustaqim products in their daily lives.

Through this wide distribution, Tokoh Mustakim continues to strengthen its presence in the market and increase the affordability of its products for various consumer segments. By doing so, the brand is not only recognised locally, but is expected to reach consumers more widely and become a mainstay product in various regions.

## CONCLUSIONS

Tokoh Mustaqim's goods receiving procedures, which include detailed checking and recording of goods, ensure the quality and suitability of products before distribution. With comprehensive logistics cooperation, Tokoh Mustaqim's product distribution reaches a wide range of consumers through retail and wholesale networks, supported by reliable expedition services. The wide distribution reach, including key partner stores and other store networks, makes it easier for consumers to obtain products and strengthens Tokoh Mustaqim's presence in the market. This approach not only increases consumer satisfaction, but also expands product accessibility in various regions.

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