

## ***ABSTRACT***

Supply Chain Management assist the attainment efektifitas from company. With the technological progress of communications and transportation technology have motivated the growth of supply chain and technique in handling. PT Asiana Chemicalindo Lestari represent the distributor company which distribution medicinize the pest. Pest which distribution at this PT Asiana Chemicalindo Lestari is Ridox 480 as. This company its product distribution in South Sumatra Province that is Palembang, Sungai lilin, Telang, Jalur, OKI, Belitang. Target to be reached this research make distribution line by supply chain management so that can give the optimal advantage for company. Designedly model the integrated new distribution of supply chain management have given some advantage for company whereabouts internal information current and quicker eksternal manjadi or its transportation band become briefer with the difference of equal to 540 km. With the big enough difference, transportation fare become cheaper with the thrift of equal to Rp 1.360.800,- to each time delivery.

Keyword: supply chain management, distribution line