

## ABSTRACT

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The globalization era had taken business operation and its processes to a new level. This study will highlight the transformation of the sales model for lubricant business emphasizing on direct business. Direct business here defines as, external accounts, OEM (Original Equipment Manufacturer), and internal customers which is design to serve corporate customers and also clients who purchase in bulk / huge quantity.

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Competition have been heavily involved in this business line such as Shell, Castrol, Mobil, ENI, Total, Liqui Moly and many other competitors actively involved in this business. The study will highlight the transformation of the current business process to a new level of automation process with technologies to be added into.