

Abstract

Economy down turn that hit Asia in the middle of 1997 has seriously injured several development countries, Indonesia which well knows as one of the Seven Asian Tigers is wounded. Rupiah crack down into almost six times cheaper, many businesses in Indonesia experienced serious problems regarding to explore its activities, they also has to pay a bounce of debts that cited in US Dollars, in short the Tiger has serious wounded.

In the other hand, the crisis has support other opportunities for the country, the competitiveness of its product abroad is stronger, support by the cheap price. Many foreign business players looking for good opportunities in Indonesia, including some wooden company, especially from European land.

Regarding to the opportunities many exporting firm which served wooden product arise in Indonesia, especially in Java. Yogyakarta is one of foreigners' destination to looking the goods and business opportunities to make some kind of business relationship with local businessmen, with this opportunity Gula Jawa established, Gula Jawa is a firm which designed for fulfilled the need of a Belgium big furniture company, BSM, which one of the founder is a Belgian who see the opportunities to set a wooden export firm in Yogyakarta, in short the initiation of Gula Jawa to become exporting firm is proactive because of the market information and market opportunities abroad.

Gula Jawa is an export firm which consider young and small, but full with potential abilities to explore. As a small firm which have no experienced in exporting activities, Gula Jawa in the stage of building its own recognition how they experienced the export process to served export market. In the exploring its process, Gula Jawa faces some barriers that hindering the process, managerial issues, marketing and its promotion, financial issues and external condition that directly or not influence the export process.

Seems Gula Jawa has no problem to encounter the barriers, because of the production and ability to served customer are defining in good progressive, but if the management want to improve the firm as they dream of, the approach that they have done is not enough to fulfill the need, they need more systematic approach and strategy.

Descriptive evaluation in this study will serve easily what and how Gula Jawa has been doing regarding to explore the export process. Showing the fact of Gula Jawa act and then comparing with theoretical approach base of previous study about export strategy will recognize the lack of Gula Jawa action toward its export process.



Evaluation of Export Initiation and Export Process in the Small Firm (Case Study: CV. Gula Jawa)

Oleh : Indra Irawan
Program Study : Master of Management
Instansi Asal : Damai Putra Group
Pembimbing : Prof. Dr. Eduardus Tandelilin, MBA
Tanggal Wisuda : 25 Januari 2005

ABSTRACT

This paper planned to examine the barriers that hindering the small exporter firm regarding to its export processing. Starting from firm initiation to conduct export activity, management commitment, financial matters and external factors. Gula Jawa is one of many small furniture company that served export market with destination to Europe.

Gula Jawa is an export firm which consider young and small, but full with potential abilities to explore. As a small firm which have no experienced in exporting activities, Gula Jawa in the stage of building its own recognition how they experienced the export process to served export market. In the exploring its process, Gula Jawa faces some barriers that hindering the process, managerial issues, marketing and its promotion, financial issues and external condition that directly or not influence the export process.

Descriptive evaluation in this study will serve easily what and how Gula Jawa has been doing regarding to explore the export process. Showing the fact of Gula Jawa act and then comparing with theoretical approach base of previous study about export strategy will recognize the lack of Gula Jawa action toward its export process.

By the evaluation, the conclusion defining that Gula Jawa has to be more careful with its financial management, starting to defining clear marketing strategy so that the personnel will gain some kind of hope and motivation, make the analysis toward its external environment regarding to the export market situation hence Gula Jawa can make the strategy planning inherent with the condition. Written marketing strategy is absolute, to remind of the top management and all involving personnel so they have guidance to implementation.

Keywords : Export barriers, Management commitment, External Factors, Descriptive



EVALUASI EXPORT INISIASI DAN PROSES EXPORT DI PERUSAHAAN SKALA KECIL (Studi Kasus : CV. Gula Jawa)

Oleh : Indra Irawan
Program Study : Master of Management
Instansi Asal : Damai Putra Group
Pembimbing : Prof. Dr. Eduardus Tandililin, MBA
Tanggal Wisuda : 25 Januari 2005

INTISARI

Studi ini mempelajari hambatan – hambatan yang membayangi keputusan untuk memulai suatu kegiatan export dan hambatan – hambatan yang sekiranya terjadi pada saat proses export berlangsung. Studi menyeluruh dilakukan mulai pada saat masa permulaan export sampai dengan komitmen dari jajaran manajemen, issue keuangan, hingga factor – factor external yang mempengaruhinya.

Gula Jawa tergolong perusahaan yang masih muda dan baru yang bergerak dibidang export ini. Tetapi perusahaan ini mempunyai potensi yang baik yang dapat terus dikembangkan, dalam perjalannya dalam aktivitas exportnya, Gula Jawa mengalami beberapa hambatan yang mempengaruhi kinerja exportnya, mulai dari masalah managerial, financial, marketing dan external factor yang terus menjadi perhatiannya.

Deskriptif evaluasi dilakukan dalam studi ini, dimana digali fakta-fakta yang ditemukan dilapangan yang didapat dari observasi langsung di perusahaan ini, lalu dicari pendekatan – pendekatannya secara teoritis sehingga dapat dilakukan suatu komparasi descriptive.

Hasilnya Gula Jawa harus berhati hati dengan system keuangannya, harus bisa membuat marketing strategy yang jelas sehingga akan dapat dukungan serta memberikan motivasi bagi karyawannya, serta pantau terus factor external yang mempengaruhinya sehingga dapat dijadikan bahan analisa dalam penyusunan strategy dimasa dating.

Kata Kunci: Hambatan Export, komitmen manajemen, external factor dan deskriptif



By the evaluation, the conclusion defining that Gula Jawa has to be more careful with its financial management, starting to defining clear marketing strategy so that the personnel will gain some kind of hope and motivation, make the analysis toward its external environment regarding to the export market situation hence Gula Jawa can make the strategy planning inherent with the condition. Written marketing strategy is absolute, to remind of the top management and all involving personnel so they have guidance to implementation.

Key words: Export Initiation, Export Process, Descriptive Evaluation, Strategy