



## TABLE OF CONTENT

TITLE PAGE

APPROVAL PAGE

DECLARATION

DEDICATION PAGE

PREFACE

TABLE OF CONTENT

ABSTRACT

### CHAPTER I INTRODUCTION

1.1	Background	1
1.2	Statement of the Problem	6
1.3	Objectives	7
1.4	Significant of the Study	10

### CHAPTER II OVERVIEW OF CV. GULA JAWA

2.1	Historical Issues	12
2.2	The Goals	14
2.3	Fact	16
2.4	External	25



<b>CHAPTER III</b>	<b>LITERATURE REVIEW</b>	
3.1	International Trade	28
3.2	Marketing and Sales	31
3.3	Finance and Risk Management	32
3.4	Personnel and Labor	33
3.5	Barriers to Trade	33
	3.5.1 External Barriers	33
	3.5.2 Internal Barriers	45
<b>CHAPTER IV</b>	<b>METHODOLOGY</b>	49
<b>CHAPTER V</b>	<b>DISCUSSION</b>	
5.1	Management Issues	57
5.2	Marketing and Promotion	60
5.3	Financial and Risk Management	64
5.4	External Condition	67
<b>CHAPTER VI</b>	<b>CONCLUSION AND RECOMMENDATION</b>	
6.1	Conclusion	70
6.2	Recommendation	71