ABSTRACT

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INITIAL BARRIERS TO EXPORT HEMAVITON ENERGY DRINKS TO SAUDI ARABIA THE CASE OF PT.TEMPO SCAN PACIFIC

Initial barrier is an obstacle that gives a heavy effect in export activity. PT. Tempo Scan Pacific Tbk located in Kuningan, Jakarta, is one of the companies that has faced an initial barrier when they do export activity. This study aimed to determine: (a) The key initial barriers of PT. Tempo Scan Pacific to enter Saudi Arabia (b) The firm’s experience of government assistance (c) The progress to overcome the barriers.

The type of research design that the researcher used is a qualitative approach. Primary data were gathered from interview and secondary data were gathered from annual report, library research, journal, and published information on internet. The analysis of the study using explanation building.

Initial barriers that Tempo faced resulted from their human resource and legal and regulation in Saudi Arabia. Government support does not match with the condition that Tempo needs. The researcher suggests Tempo to change their management attitude toward business overseas and train all the staff about the importance of having world as a whole market.

Keyword: initial barrier, government assistance,