

ABSTRACT

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ANALYSIS OF EXPORT FOR PT GUNFESAS TECHNOLOGY

(xiv + 71 pages; 4 figures; 6 tables; 14 pictures)

PT Gunfesas Technology is a plastic injection manufacturer for shoes component and other plastic goods. The main material that being used is TPU (Thermo Plastic Urethane). In the previous years, PT Gunfesas Technology also produced sport gears materials and other plastic goods, but now it focuses more on the shoes components. It is known to produce outsoles and shoes accessories. PT Gunfesas Technology has started to export since 2014 and it continues to grow until now. PT Gunfesas Technology has exported to many various countries over the last five years, such as Vietnam, Thailand, Finland, Portugal, Shanghai, and Slovakia. This internship report will discuss about the problems or obstacles occur during the export process, and how PT Gunfesas Technology increases their export, how PT Gunfesas Technology gets customers from another country. Theories that are being used to support this analysis are the basic knowledge of export, advantages of export, international business, and globalization. Based on the analysis it can be concluded that PT Gunfesas Technology has been doing a good and consistent job to continue to build and establish good cooperation with their customers. It can be seen from how the export processes are done and how PT Gunfesas Technology handles problems during the export process. To have loyal customers, PT Gunfesas Technology keeps maintaining and improving their quality and service. Besides that, to help preparing all information and documents needed by the customers.

Keywords : International Business, Export, Globalisation, Manufacture, Outsoles, PT Gunfesas Technology

References : 9 (2011 — 2018)