

CHAPTER I

INTRODUCTION

This chapter will discuss about the background of the study, duration and location of internship, objective of internship, benefit of internship, scope of internship, statement of problems, and summary outline of each chapter.

1.1 Background

The writer is a Management student concentrating in International Business major at Universitas Pelita Harapan. In order to get a Bachelor's degree of Economy (*Sarjana Ekonomi*), it requires students to take Tugas Akhir, which the writer chose to take internship as her Tugas Akhir.

PT Gunfesas Technology is an Indonesian company in manufacturing industry, focusing in plastic injection for shoes components and other plastic goods. It was formed on July 6th 2001 and started operating on January 2002. Gunfesas has been successfully exporting its products to Asia and Europe. The composition of export and local markets in Gunfesas are 60% and 40%.

International trade is the exchange of goods and services across various countries all around the world. It has played an important role in the international business activity. International business is all activities performed to promote the transfer of goods, services, resources, people, ideas, and technologies around the world. International business occurs in many different types, such as exporting, importing, trade, licensing, franchising, manufacturing, research and development,

and distribution. To learn about international business, we must also understand the effects of transactions on domestic and foreign markets, countries, governments, companies, and individuals. To create a successful international business, we must understand the diversity of the world marketplace and must be able to overcome uncertainties and risks of doing business in a continuously changing global market.

1.2 Duration and Location

a) Duration

The internship program lasts for 4 months. Started from 8 January 2018 until 30 April 2018, with the total of 74 days of work and 559 working hours. The working day starts on Monday to Saturday from 08:00 AM to 4:00 PM on weekdays and 08:00 AM to 1:00 PM on Saturday.

b) Location

The internship program takes place at PT Gunfesas Technology which located at Jl. Olympic Raya Kav-A3 Kawasan Industri Sentul, Bogor.

1.3 Internship Objectives

The objectives of the internship are as follows:

- 1) To find out what are the export problems happening in PT Gunfesas Technology
- 2) To find out how PT Gunfesas Technology can increase their export sales
- 3) To fulfill academic requirements to achieve a *Sarjana Ekonomi* degree in Management
- 4) To sharpen skills based on the knowledge gained from university
- 5) To implement the study of export-import management to the real business world

1.4 Internship Benefits

The benefits of internship at PT Gunfesas technology are as follows:

- 1) To gain new knowledge and experience for real life work industry in the future
- 2) To gain and expand networking
- 3) To learn about how to manage time, be discipline, and be responsible
- 4) To learn about how are the process of export, the regulation and transaction of export, and how to manage export documents
- 5) To implement the work experience from PT Gunfesas Technology to the real business world

1.5 Scope of Internship

During the internship at PT Gunfesas Technology the writer was placed in Export division under Finance and Accounting Department. This division handles purchase order from outside Indonesia and prepares all documents needed. Export division also handles all transactions process from purchase order until shipment to the forwarding company. This division is responsible for checking and inputting documents such as shipping instruction, customer invoice, packing list, PEB (*Permintaan Export Barang*), Certificate of Origin, Airway Bill, and Bill of Lading.

1.6 Statement of Problems

PT Gunfesas Technology has an export division for dealing with overseas orders that composes 60% of the total unit sales -10,307,563 pairs of shoes- in 2017. Even though they are successful in maintaining a good relationship with the customers abroad, there are still some problems happening during the export process. Those problems are unexpected, sometimes it can just happen without notice. Especially some problems with the machines and workers in the production division. Therefore, the export division is crucial to the sustainability of the company. Thus leads to the following statement problems:

- 1) What are the export problems or obstacles at PT Gunfesas Technology?
- 2) How to increase export at PT Gunfesas Technology?

1.7 Summary Outline of Each Chapter

The internship report was prepared using the following systematics as follows:

CHAPTER I INTRODUCTION

This chapter discusses about the background of the study, duration and location, internship objectives and benefits, scope of internship, problem statements, and summary outline of each chapter.

CHAPTER II THEORETICAL FRAMEWORK

This chapter contains the theories that will be used to support and help answer the problem statements.

CHAPTER III COMPANY PROFILE

This chapter will discuss about the general profile of the company, location, organisational structure, recruitment process, operational activity, types of machines and production capacities, suppliers, customers, and employment.

CHAPTER IV ANALYSIS AND DISCUSSION

This chapter discusses about the answer of the research problems and analysis of the problems

stated. This will include annual sales report, annual sales chart, data sales export, types of documents needed, export problems or obstacles, increasing export, SWOT and TOWS analysis.

CHAPTER V CONCLUSION AND SUGGESTION

This chapter summarizes the conclusions based on the entire internship report, accompanied by suggestions given from the writer.

