

ABSTRACT

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A CASE STUDY: AN ANALYSIS OF PT GABUNGAN ERA MANDIRI'S ENTRY STRATEGY INTO INTERNATIONAL MARKET

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International business is gaining its popularity due to the expansion opportunities for the company from foreign countries. The most popular way to engage in international business is through export and import. Export and Import creates international trade where it aims to expand market share with high profits. The consumption trend in the international market is uncertain and very demanding. Therefore, the company needs to build a long-lasting entry strategy in the international market. Indonesia is well known for the vast ocean geographical location and the richness in marine production. Additionally, the government in Indonesia also supports the capitalizing of the marine capture production. This paper analyses the entry strategy that the company used to enter the foreign market. The research analyses PT. Gabungan Era Mandiri's factors that influence the decision of entry strategy and the reasons. Additionally, the research also aims to understand the procedure of the entry strategy. PT. Gabungan Era Mandiri is a company located in Indonesia and is active in the fish and fishery industry. PT. Gabungan Era Mandiri entered the international market by exporting its products. The research conducted by interviewing the representative of PT. Gabungan Era Mandiri. The analysis shows that the company exports its product because they want to bring the highest value they can get for each fish they caught.

Keywords: international business, entry strategy, international market, export, fish and fishery industry