

## P R E F A C E

This thesis is written as a partial requirement to obtain an MBA degree at IEU - Institute of Management, Jakarta.

The government have issued deregulation decrees in forestry and forest industry sector designed to increase value for productin this sector. It is aware that Indonesia's economic development is still dependent primirily on oil production and mining. Knowing that existing resources for the oil and mining industries are rapidly diminishing, it is now turning to other sector for continued development.

Aware of situation, PT. Industri Karet Alam Indonesia would like to do its part by going into further processing of rubberwood for export. Initialy, decorative moulding and laminated products will be produced for export to Japan. It will also try to explore export possibilities to the USA in the next coming years. Additionally, it will consider producing other products like innovative furniture as rubberwood products production grows in the next few years.

Hopefully, this thesis can be used as guideline for other companies who may want to make the same or similar products to increase export value as the government desires.

Nothing is perfect, and neither is this thesis,  
but the writer hopes that this thesis will be useful to  
anyone it may concern.

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