

ABSTRACT

This thesis analysis the international marketing channels of PT. Indometal Sedjati Enterprise Ltd. which covers the problems that the company faced such as the status and trend of the company, the issues that the company faced and the action plan of the company.

PT. Indometal Sedjati Enterprise Ltd. is the first affiliated company from Kedaung Group. The company produces cutlery where most of its products are exported to several countries in the world. Around 60% of its total exported products were sold to eight (8) countries in European Union.

The company does its marketing in a traditional way. They make use of the independent distributors in selling their products overseas. However, the sales volume is quite incredible compares to the traditional selling system.

The researcher evaluated the international marketing channels of the company through a few analysis systems, they are; External Strategic Factors Analysis Summary (EFAS), Internal Strategic Factors Analysis Summary (IFAS), Strength Weakness Opportunity and Threat (SWOT) and finally with Strategic Position and Action Evaluation (SPACE).

The SPACE Analysis acknowledges the company in the position of Attack in the section of Vertical Integration. The above position gave the statement that the company could afford expanding its business line in the vertical way, that was up-lining or down-lining.

From the analysis result, the researcher also made a few recommendations for the company. The recommendation given was based on the analysis of the SWOT Analysis. The outcome of the Analysis was divided into 4 sections, they are; the Strengths and Opportunities Strategy (SO Strategy), the Strengths and Threats Strategy (ST Strategy), the Weaknesses

and Opportunities Strategy (WO Strategy), and the Weaknesses and Threats Strategy (WT Strategy).

The SO Strategy made use of the company's strengths to benefit from the company's opportunities. The ST Strategy was used to avoid the threats by taking advantage on the strengths of the company. The WO Strategy made use of the available opportunities to reduce weaknesses. And finally, the WT Strategy which was a defensive activity in order to minimize the existing weaknesses and avoid threats.

The outlines of the recommendations given by researcher are as follows. The company should make good use of the opportunities and strengths available in the company by expanding its market through opening sales branches as representative or offering franchise to potential independent distributors. The company should also pay more attention in the company's management and potential employees. As for the main issues of delivery schedules, the company should take the advise from SPACE Analysis by investing on small but potential shipping company or forwarding company or with other solution such as offering a better compensation to those external companies.