

**INTERNATIONAL EXPANSION STRATEGIES OF PT PUPUK
SRIWIJAYA: ENTRY MODES CHOICE AND MOTIVES FOR
INVESTMENT**

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UNIVERSITI UTARA MALAYSIA

2011

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SRIWIJAYA: ENTRY MODES CHOICE AND MOTIVES FOR
INVESTMENT**

A dissertation submitted to the Graduate School of Business
In partial fulfillment for the requirement of a degree in
Master of Science (Management)

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ABSTRAK

Kertas kerja ini akan memfokuskan hanya bagaimana Badan Usaha Milik Negara (BUMN) syarikat memutuskan untuk pergi ke luar negara, dan memilih kaedah kemasukan ke pasaran asing. Untuk pemahaman yang lebih baik topik kertas kerja ini, beberapa soalan temu duga akan dirumuskan pada keprihatinan dan menumpukan pada motif untuk pengantarabangsaan, pendekatan untuk kaedah kemasukan pasaran asing dan pemilihan mod entri strategi terbaik untuk memasuki pasaran antarabangsa. Dalam rangka mengembangkan gambaran holistik dari proses pengantarabangsaan dan strategi perniagaan dalam perspektif Indonesia, sebuah syarikat holding Indonesia - PT Pupuk Sriwijaya telah dipilih dan digunakan untuk menjadi asas kajian ini. Tujuan dari penelitian ini adalah untuk menguji motif dan alasan bahawa kesan pendekatan BUMN untuk memilih kaedah kemasukan bagi syarikat mereka, melalui menilai kemampuan mereka sendiri, faktor kesiapan, ketersediaan sumber daya dan faktor lain yang berasal dari syarikat dalam melakukan pengembangan usaha. Semua pengumpulan data telah dikumpul melalui teknik Delphi, yang mungkin metodologi tersebut digunakan oleh pelajar pasca siswazah untuk mengumpul data mereka. Dalam teknik Delphi, semua data harus dikumpulkan dari para ahli yang telah bekerja dan berpengalaman di syarikat tertentu. Beberapa ahli dari syarikat tertentu telah dipilih sebagai responden untuk menjawab soalan temu duga. Proaktif faktor yang mempengaruhi keputusan BUMN untuk memilih kaedah kemasukan termasuk mendesak pengurusan, produk yang unik, keunggulan pemasaran dan skala ekonomi. Faktor reaktif yang positif berkaitan dengan tulisan ini bekerja hanya melibatkan kepelbagaian risiko dan peraturan-peraturan kerajaan untuk melakukan perniagaan di luar negara. PUSRI adalah lebih selesa untuk menggunakan kaedah eksport sebagai mod pertama mereka dan mereka inginkan untuk mencapai tahap lain untuk mod entri iaitu Pelaburan Asing Langsung. Empat faktor dalaman yang positif berkaitan dengan kertas kerja ini adalah saiz syarikat, peraturan-peraturan kerajaan, pengalaman antarabangsa dan produk.

ABSTRACT

This project paper will be focusing only how State-Owned Enterprise (SOE's) companies decide to go abroad and select their mode of foreign market entry. For better understanding of this project paper topic, several questionnaires will be formulated on the concerns and focusing on the motives for internationalization, approaches to foreign market entry modes and select the best entry mode strategies to enter the international market. In order to develop a holistic overview of internationalization process and business strategies in Indonesia perspective, an Indonesian holding company – PT Pupuk Sriwijaya has been selected and used to be the foundation of this study. The purpose of this study is to examine motives and reason that impacts SOEs approach to select the mode of entry for their company, through determine their own capabilities, readiness factor, resource availability and other factor that is come from inside company to do the business expansion. All data collection has been gathered through Delphi technique, which is unlikely methodology that is used by general master's student to collect their data. In Delphi technique, all the data has to be collected from experts who have been working and experienced in the particular company. Some experts from the specific company have been chosen as the respondents to answer some questionnaires. Proactive factors that influence SOE's decision to choose mode of entry includes managerial urge, unique product, marketing advantages and economies of scale. Reactive factors that positively relates to this paper work only involve risk diversifications and government regulations for doing business outside from country. Pusri's is more comfortable to use export as a first mode of entry and they expect to reached another level for entry mode namely Foreign Direct Investment. Four internal factors that positively relates to this paper work are company size, government regulations, international experience and product.

Keywords

Internationalization process, business strategies, state-owned enterprises, motives for internationalization and factors Influence Company going to international markets.

ACKNOWLEDGEMENT

First and foremost praise and gratitude go to Allah, the Almighty, for bestowing me with great strength, patience, and courage in completing this thesis.

There are a number of individuals whom I owe my deepest gratitude. Firstly, my sincere, appreciation, gratitude, and heartfelt thanks go to my supervisor, **Prof. Dr. Ajay Chauhan**, the dedicated and aspiring mentor for his continuous guidance, suggestions, and constructive criticisms all in a bid to make this work a success. I thank him very much.

Moreover, my heartfelt thanks are extended to the academic and non-academic for their helpful assistance, and especially to all lecturers in College of Business at Universiti Utara Malaysia that have trained me as a student.

I would also like to thank all of my friends and everyone that have been contributed by supporting my work and help myself during the study, especially to my fellow post-graduate colleagues, Novient, Asti, Tieka, Radhy, Fahrurrozi, OK Fajar, Zackiy, Audita, Ibraheem, Mohammed, Idris, Hadi, Omar, and Kachi Devils. This journey would not have been possible without them.

Last but definitely not the least, my deepest thanks and appreciation to my beloved parents and to my supportive family, for the prayers, their unconditional love, encouragement, supports and sacrifices in the success of my study. What I have done, I have done to make them proud.

Dieka Novitasari, 2011.

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CHAPTER 01

INTRODUCTION

1.1 Introduction

This chapter provides a comprehensive background to the study focusing on the research topic. Specifically, this chapter presents the knowledge gaps of the study through exploring of the study, followed by the research questions, research objectives, scopes of study, limitations of study, and finally the organization of the thesis.

1.2 Background of Study

Traditional ways of doing business are rendered irrelevant in today's business environment because of the explosive large scale globalization. The rapid globalization of business has resulted in the emergence of a global business strategy expansion. Hence, global business is getting severe and very harsh in the market nowadays. Most business has received great opportunities and successful chances from the global market around the world; they are expanding their operations abroad to seek more business opportunities and potential markets. Why they are competing on an international level? That is because of the international globalization economy; e.g. when their clients internationalize, they will get an opportunity to go along and sometimes almost are forced to do so. Internationalization contributes to the economic development of nations, developing of national industries, improving productivity and creating employment to the people around the world.

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