

ANALYSIS OF THE EXPORT POTENTIAL OF PALM KERNEL SHELLS TO JAPAN PORT PT RSB THROUGH THE BUTON INDUSTRIAL PORT

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ABSTRACT

In researching the potential for exporting palm kernel shells to Japan, there are several stages that indicate an increase in demand for palm kernel shells in the Japanese market, and supported by the desirability and usability factors of the product, this aims to ensure that the palm kernel shells sent to Japan are of good quality. and effective cooperation between industrial players in the palm oil sector and business partners in Japan, so companies need to focus on this aspect to gain customer trust, and the importance of optimizing industrial ports as logistics routes to ensure shipping efficiency and reduce logistics costs, increase product competitiveness Japan ese market.

Keywords: Social Capital Role, Innovation, Success MSMEs