

BUSINESS STRATEGIES TO OBTAIN AGENTS IN INTERNASIONAL TRADE

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ABSTRACT

International trade plays an important role in meeting the needs of countries in the world. The occurrence of international trade, foreign exchange is needed. International trade itself is an important aspect for a country. International trade occurs because of differences in human resources, natural resources, such as climate and geographical location as well as differences in economic and social power available in a country. The differences that exist in each of these countries cause differences in the goods produced, the costs required, as well as the quality and quantity. This study aims to find out how to start obtain agents in international trade for business actors or businessmen in Bengkalis. This study uses a qualitative descriptive method, which is to explain systematically and describe accurately and clearly. Data collection techniques used in this research are by using interviews, observation, and documentation. The results of research that have been carried out from CV Tuah Bersama and CV Sinar Romindo Indah show that the strategy to get buyers or agents is to survey directly or come to Malaysia. In addition, another method used is by surveying the market there, by providing examples of products that will be sold to agents where the agents obtained are general agents. As for how to maintain agents that need to be done, namely maintaining quality, communicating with each other and giving trust to agents. So that the main consideration of these two CV are to take an agent in Malaysia because of the Economic and Market Infrastructure.

Keywords: *Agents, Business, International trade , Maintain Agents , Strategy*