

ABSTRACT

Today advances in technology and information take place very quickly and dynamic even tend to be difficult to follow or learn. Big company companies compete to create their flagship products to compete in the market and get the public's sympathy, technological progress and information is the main cause of globalization to cause various changes in various fields such as socio-cultural, economic and political.

Smart companies can certainly anticipate the phenomenon of globalization by continuing to make better changes in order to continue the company's survival. Profits PT. INKA practically less satisfactory considering only PT. KAI alone became its customers, therefore the last 3 years the company is intensifying the export program to boost profits along with the current state-owned programs that focus the number of sales.

The author wants to discuss how the strategy of PT. INKA to sell its products abroad and relate it to the profit the company gets from the sale, whether it is profitable or even burdening the finances. Research is qualitative by involving interviews with company officials.

The results show that the right strategy is to direct market penetration to the destination country, Utilizing the marketing team's ability to introduce the product, Focus on maintaining a competitive selling price and implementing joint venture-shaped cooperation to achieve corporate objectives.

The conclusion is that by applying export sales can boost the overall sales figures of PT. INKA so profit goes up automatically. Practical suggestion that PT. INKA applies the strategy formula that has been studied in order to maximize the business process for the achievement of corporate objectives.

Keywords: Export, Profit, Strategy, Strategy Formulation