

INTERNATIONAL MARKET EXPANSION FEASIBILITY STUDY
BY USING BUSINESS PROCESS MODELLING:
A CASE STUDY AT JAPANESE MACHINERY MANUFACTURER

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

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Expansion of the company's business abroad is one of the strategies that can be used for expansion. Chukoh Seiki Co., Ltd., a manufacturer of pulverization machine tools in Japan, has an interest in expanding overseas. This study aims to identify the currently implemented business model with the Business Model Canvas approach, formulate alternative business development strategies, and determine priorities for business development strategies for creating the right business model for Chukoh Seiki.co.ltd., as well as identify the the company's weaknesses and strengths as capital for expansion. In addition, the specified business processes are described through business process modeling using BPMN (Business Process Model and Notation) to make it easier to understand the business flow. The analytical method used is SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats), with EFAS, IFAS, and SWOT matrices. The results obtained in this study on the IFAS strength factor with a value of 0.15, namely "having experience in manufacturing crusher machines (pulverizing machines), can make a company's capital high when expanding overseas. Whereas in EFAS itself, it is found with the number 0.15 also on the opportunity factor, namely "The electric car industry is being widely developed, with one of its components using products processed by Chukoh Seiki.". This indicates that there is an opportunity for the company to expand overseas, especially to Indonesia.

Keywords: Business modeling, BPMN, Feasibility study, Market expansion, SWOT, Business model canvas

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DEDICATION

I dedicate this work to my parents, my siblings and my all friends.

Also, to Management Chukoh Seiki Co., Ltd., Japan

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