

# Insights into Business Strategy: Formulation of Export Entrepreneurship

**Agung Purnomo, Annisa Dina Shalsabilla Sugiantoro, Nazaria Jotur Siregar, and  
Febby Candra Pratama**

Entrepreneurship Department  
BINUS Business School Undergraduate Program  
Bina Nusantara University  
Jakarta 11480, Indonesia

agung.purnomo@binus.ac.id, annisa.sugiantoro@binus.ac.id, nazaria.siregar@binus.ac.id,  
febby.pratama@binus.ac.id

## Abstract

Export entrepreneurship continues to grow in line with the increasing demand for cross-border products. This study aims to identify internal factors, external factors and formulate strategies of alternative and priorities in developing export business. This research used a single case study on a Sumber Baru Expor of export business. The analysis used in this research was Internal Factor Evaluation (IFE), External Factor Evaluation (EFE), Internal-External (IE) matrix; Strengths, Weaknesses, Opportunities, and Threats (SWOT) matrix; and Quantitative Strategy Planning Matrix (QSPM). The results of the IE matrix analysis place the position of the Sumber Baru Expor in quadrant II as a growing and developing position. The results of the analysis of alternative strategies using the SWOT matrix were strengthened by an analysis of strategic priorities from QSPM which recommends increasing competitive advantage by optimizing the quality of excellent digital-based services and global supply chains, as well as developing innovative trading products.

## Keywords

Entrepreneurship, Export, Strategy formulation, Strategic planning, Supply chain.

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## Biographies

**Agung Purnomo** is a researcher and faculty member of the Entrepreneurship Department, BINUS Business School Undergraduate Program at the Bina Nusantara University, Malang Campus, Malang, Indonesia. He earned a Bachelor of Agriculture in Horticulture from Brawijaya University, Indonesia; and a Master of Business Administration in Creative and Cultural Entrepreneurship from Institut Teknologi Bandung, Indonesia. Mr. Agung is currently pursuing a Ph.D. in Management Science at Universitas Airlangga, Indonesia. He has published several journals and conference papers on the subject areas of business, management, and entrepreneurship using bibliometric methods in collaboration with multidisciplinary researchers.

**Annisa Dina Shalsabilla Sugiantoro** is a junior researcher of the Entrepreneurship Department, BINUS Business School Undergraduate Program at the Bina Nusantara University, Malang Campus, Malang, Indonesia.

**Nazaria Jotur Siregar** is a junior researcher of the Entrepreneurship Department, BINUS Business School Undergraduate Program at the Bina Nusantara University, Malang Campus, Malang, Indonesia.

**Febby Candra Pratama** is a researcher and faculty member of the Entrepreneurship Department, BINUS Business School Undergraduate Program at the Bina Nusantara University, Malang Campus, Malang, Indonesia. He earned a

Bachelor of Economics from Universitas Negeri Malang, Indonesia; and a Master of Management from Brawijaya University, Indonesia. He has published several journals and conference papers.