

Case Studies, Trade War Impacts Between USA And China : The Decline Of Cotton Carded Yarn 32/1 Selling Volume To China On Dan Liris Incorporation

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ABSTRACT

This study aims to describe the prospect of the trend of export sales volume of 32/1 cotton carded yarn in PT Dan Liris. In 2018, the volume of exports of 32/1 cotton carded yarn to China dropped dramatically to zero orders. In addition, research on the decline in the sales volume of exports of 32/1 cotton carded yarn to China aims to find out deeply the flow of the company's external factors, namely trade war which caused a decline in the volume of export sales to China at PT Dan Liris. The method used in this study is a mixed method by providing an overview of the problems that occur in the PT Dan Liris company. The analytical tool in this study is the trend analysis technique by giving an overview of the trend in volume and the prospect of possible future export volumes of yarn products. The results of the analysis of the data obtained are the volume of export sales of PT Dan Liris yarn to China that are upside down or unstable. This study also succeeded in revealing that the existence of external factors in the trade war that occurred between the United States and China was very detrimental to the company in terms of income and continuity of production. Based on the results of the analysis of the data, the authors then conducted a SWOT analysis matrix as the company's alternative. The author suggests 12 new strategies that can be done by PT Dan Liris such as PT Dan Liris can take action by utilizing promotional services either online or offline, conducting research and analyzing the development of buyer countries related to economic issues on a regular basis, as well as the likely impact on the company. A survey of customer satisfaction and attention to employee welfare is also very important to maintain the integrity of the company.

Keywords: Sales Volume, Trade War, Company Integrity.