

Export Business Development Policy For Small and Medium Enterprises in the Ornamental Plant

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Abstract. Business development is one of the activities of providing products in the form of goods and services to prospective buyers in order to meet the needs and obtain profits that will be generated in the future. In every company, a business development process is needed to advance the company itself. One that needs to be done for development is such as making policies, being able to analyze competitors, and being able to read consumer needs. With the development of increasingly advanced technology, it is easier to develop business not only locally but also to cover the global market. This paper aims to analyze the business development policy carried out by small and medium enterprises has been able to export their products abroad. This research uses a descriptive research method with a qualitative approach. One of the mainstay product commodities in is an export ornamental plant product. Ornamental plants are currently being targeted both domestically and abroad. One of the factors in ornamental plant sales is growing rapidly due to the pandemic due to COVID-19, so both local and global markets are competing to have ornamental plants that have high power in sales today.

Keywords: Business Development, Export Policy, Small Medium Enterprises, Ornamental Plants

1 Introduction

The development of increasingly advanced technology makes it easier to develop business not only locally but also to cover the global market [1]. It will be business development carried out by CV. Hanania Semesta Nusantara has been able to export one of its products abroad—one of the mainstay product commodities in the export ornamental plant products. Ornamental plants are currently being targeted both domestically and abroad. One of the factors in the sale of ornamental plants is overgrowing due to the pandemic due to COVID-19, so both local and global markets are competing to have ornamental plants that have high power in sales today [2].

Product development itself is a process of change carried out to create product innovations to add value and product quality from the old year to the new year as it is now by following all the series of advanced technology. Therefore, the same thing will be done in developing this ornamental plant export business by always making changes to its products, both packaging and advertising displays on the website, and it is a superior quality product in the market share [3]. This study focuses only on ornamental plant export products compared to other products and services. This paper aims to investigate how business development policy for the global market or export with a volume of demand that sometimes increases and

decreases in the ornament plan.

The higher export value of ornamental plants makes opportunities for all business competitors similar and helps the welfare of ornamental plant farmers in Cihideung Village who are suppliers of products to meet consumer demand. The number of export ornamental plant sales processes can be seen in the graphic below.

Table 1. Number of Customers from Different Countries for Export Ornamental Plants 2019-2022 at West Bandung District, Cihideung Village, West Java, Indonesia

Number	Year	Country	Customers
1	2019	German, Canada, Singapore, France, United States	90
2	2020	United States, Canada, Netherlands, German, Singapore	60
3	2021	Netherlands, Singapore, United States	30
4	2022	Canada and United States	20
Total			200

Source: collecting data from the field, 2022

Table 1 shows that the level of decline in the export sales process of ornamental plants can be seen as the largest increase in sales in 2019, with 90 shipments to 6 countries. Meanwhile, the decline in export sales is a drastic decrease in market demand, which is felt several years in the process of exporting sales to several countries. It is shown that the total in 2019 – 2022 the type of *Syngonium* strawberry ice plant was successfully sold with a total of 200 pieces, including *monstera albo* managed to sell with 90 pieces of export ornamental plants, the anthurium *clarinervium* plant managed to sell 20 pieces, Philodendron platinum managed to sell 30 pieces. From the customer data shown, it can be seen that sales data on customers have *decreased* in orders for export ornamental plants. Export products are certainly competitive products in the global market that are needed by global market demand. In addition, ornamental plants have a fairly high market share and high export prices, which makes a reference for adjusting the price of commodities to be sold in the global market at a cost that is not too high so that consumers can still afford to get it.

Export plant products such as ornamental plants will continue to grow in the global market. This ornamental plant business will be an attractive business choice in the future. Due to the demand and market needs around the world that continue to increase, cultivate ornamental plants of high value. Export ornamental plants can be interpreted as living plants that are grown using plastic pots or glass pots according to the tastes of the keeper of these ornamental plants. To increase ornamental plant exports, plant provider distributors must improve services in accordance with demand in both global and local markets. The existence of the export ornamental plant sales process affects the magnitude of opportunities that can be used to prosper ornamental plant farmers. In addition, it can increase the country's foreign exchange and add to the country's economic income. In running a business that includes exports, you must see how fluctuations in the level of production costs and export volumes will change indefinitely, which will later affect the company's revenue and profits. Therefore, companies must make a good business development research analysis. The export shipping process also has several policies regarding equipment requirements and documents that must be completed by the company.

In carrying out export activities such as SIP documents for licensing letters, *phytosanitary* documents to submit to the Ministry of Agriculture, product quarantine, DHL shipping services used for export shipments, invoices containing information, packing lists for which destinations to be sent, and finally, there is an air waybill which is useful for the shipping

process via air transportation. On the development of ornamental plant export products, which can be said to be not good because, according to existing data, there is a rate of decline in the number of sales revenue that has decreased dramatically. To increase resales, companies must be able to make good strategies and be able to analyse what kind of global market conditions so as to balance the needs desired by the global market. Increasing international trade has become a major focus for many countries in optimizing their economic growth. In this context, export policy plays a key role in shaping the direction and continuity of a country's trade. Previous studies in this field have made important contributions to understanding the complexity of factors influencing export policy and their impact on the global economy. Previous analyses have covered aspects such as trade regulation, tariffs, export incentives, and political factors influencing export policy formation.

Previous research has highlighted dynamic changes in export policies that affect a country's competitiveness in international markets [4]–[9]. Factors such as globalization, technology, and changes in international trade policy have been major highlights in the past literature. Through a review of these studies, we can identify trends, challenges and opportunities faced by export policies in the context of a changing global economy. However, despite the valuable contributions of previous research, there are still knowledge gaps that need to be explored further. This study aims to complement the literature by further analyzing new factors influencing export policy, as well as identifying effective strategies to improve a country's export competitiveness amid dynamic changes in international trade. By understanding the existing knowledge base, this research is expected to make a significant contribution to the development of more effective and sustainable export policies.

The rapid growth in the scientific study of ornamental plants has created a rich and varied framework of knowledge. Previous researchers have made valuable contributions in understanding various aspects related to houseplants, ranging from morphological characteristics to their ecological role in the environment. Previous research has delved deeply into genetic diversity, adaptation to the environment, and the influence of ornamental plants on human health and ecosystem sustainability.

These studies note significant developments in our understanding of houseplants, providing an important foundation for continuing this research. In order to respond to market needs and improve environmental sustainability, a deep understanding of ornamental plants is becoming increasingly crucial. Therefore, this study takes a step forward to explore certain aspects that are not yet fully understood, focusing on [specific ornamental plant species] as the subject of study.

Although a number of studies have been conducted in the context of houseplants, there is a knowledge gap that needs to be filled. This study aims to complement the existing literature by presenting new findings related to ornamental plant, making important contributions to the global understanding of ornamental plants. Building on the existing foundation of knowledge, the research is expected to provide further insights and empower the development of sustainable agricultural practices and ornamental plant management.

2 Bibliometric Analysis

2.1 Export Policy

Based on research using SCOPUS, there are 42 articles that have been filtered with the

subject area of social sciences, with article document types and the final publication stage with a span of the last 5 years (2019-2024). Here are the results of VOS-VIEWER analysis with the keyword "export policy":

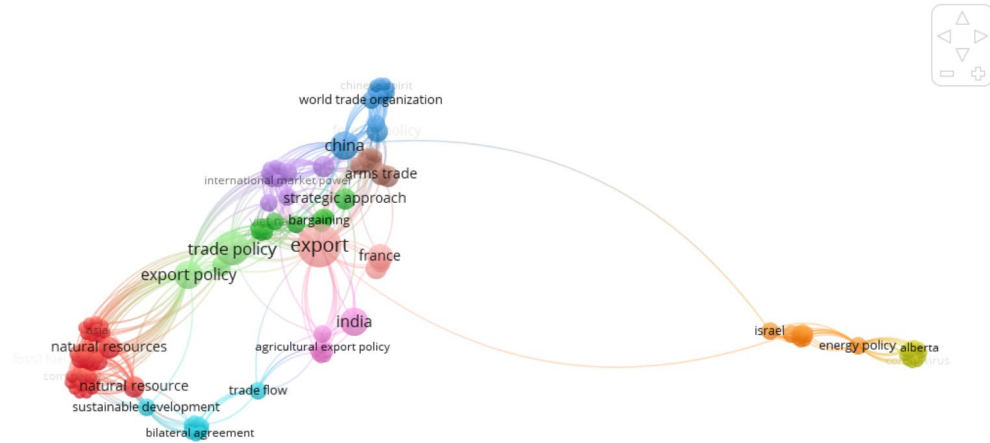


Fig. 1. Networking Visualization for ‘Export Policy’ in Social Sciences of SCOPUS Journals of the Year 2019-2024 (42 Articles)
Source: Proceed by researcher, 2023

2.2 Ornamental Plant

Based on research using Scopus, there are 92 articles that have been filtered with the subject area of social sciences, with article document types and final publication stages with a span of the last 5 years (2019-2024). Here are the results of Vos-viewer analysis with the keyword "ornamental plant".

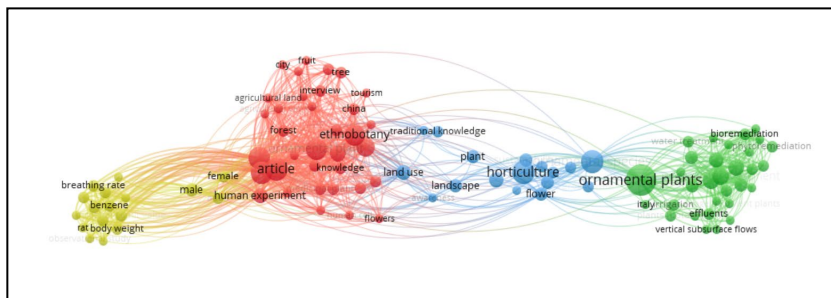


Fig. 2. Networking Visualization for ‘Ornamental Plants Export Policy’ in Social Sciences of Scopus Journals of the Year 2019-2024 (42 Articles)

Based on the Figure 2, there are 5 clusters with 100 items which is concise at Table 3 as follows:

Table 2. Clustering of Articles about Export Policy in Ornamental Plants Among Social

	Cluster					
	1 (Red)	2 (Green)	3 (Blue)	4 (Yellow)	5 (Purple)	6 (Light Blue)
Asia		Bargaining	China	Alberta	Commodity	Bilateral
Capital formation		Developing	Chinese spirit	Assessment	market	agreement
Commerce		world	Foreign	method	Competitiv	Complexity
Digital economy		Estimation	policy	British	eness	Core-periphery
Digital revolution		method	Geopolitics	Columbia	Export	structure
Digitization		Fishery export	Globalization	Canada	controls	Demand
Ecology		Fishery	International	Corona virus	Export	analysis
Electronic		production	economic	Covid 19	markets	Economic
commerce		Free trade	International	Data	Export	development
Environmental		Free trade	organisation	availability	policies	International
economic		agreement	International	Electricity	Export	natural
Fossil fuel		Gravity model	relations	demand	restrictions	resources
Fossil fuel		Random effect	National	Electricity	Internationa	Node
consumption		estimation	interest	generation	l market	importance
Fossil fuels		Strategic	National	Electricity	power	Policy strategy
Fuel consumption		approach	politics	supply	Internationa	Social
Green growth		Subsidy	Organizationa	Generation	l markets	development
Green growths		Subsidy system	l framework	Natural gas	Internationa	Spatial analysis
Green innovation		Tariff structure	Polysentrism	New	l trade	spatial auto
Green innovations		Tax system	Research	Brunswick	Model	correlation
Ict		Trade	work	Ontario	Paper	sustainable
Information and		liberalization	Shanghai	(Canada)	analysis	development
communication		Vertical structure	Sovereignty	Viral disease	Policy	trade
technologies		Vietnam	World trade		recommend	trade flow
Information and			organization		ation	
communication					Smr model	
technology					Stronger	
Innovation					markets	
Knowledge based					Tungsten	
economy						
Knowledge based						
system						
Knowledge						
economy						
Labor force						
Natural resource						
Natural resources						
Nonlinear effect						
Policy						
implementation						
Renewable energy						
resource						
Resource economy						
Technological						
development						
Trade policies						

Clusters				
7 (Orange)	8 (Grey)	9 (Purple)	10 (Pink)	11 (Green)
Argumentation	Abe Shinzo	Agricultural export policy	Export	Export policy
Citizenship	Arms exports/transfers	Agricultural policy	France	Indonesia
Civic education	Arms trade	Agricultural trade	Industrial policy	Mineral resource
Decision making	Brazil	Business service	The motion picture association of America	mining industry
Economics	Japan	Doing business and trade facilitation	Twentieth century	multiplier effects
Education	Military application	Government	United states	trade policy
Energy policy	National security	Inclusion and exclusion	United states	
Environmental policy	Post-war	India	export policy	
Israel	Proactive pacifism	Local government		
Public policy	Risk assessment	Trade agreement		
Socio-scientific issues	Security partnerships	Trade relations		
Sustainability	Weaponry			
Sustainability education				

3 Methods

This research uses a descriptive research method with a qualitative approach. This qualitative descriptive research describes a phenomenon, object, and real facts that are narrative. In this qualitative research, the results of this research are based on the results of writing composed of words that state the truth of a fact of actual events. Analysis of the method used in this study is in the form of direct observation of an object by making direct observations of the field, in addition to conducting interviews with related parties to produce information about internal and external data in some small medium enterprises, including the owners, staff, customers, and their competitors from different areas. The data analysis technique used consists of four stages, namely data collection, data reduction, data presentation and conclusion. The informant technique uses purposive sampling with four informant sources, such as Director, Administration and Finance Division, Marketing Division, Division and Nursery, is in the internal part while in the sectional, there are Consumers/customers. Data sources used in this study, i.e., primary data and secondary data.

4 Results and Discussion

Results obtained from research on business development in ornamental plants products are as follows:

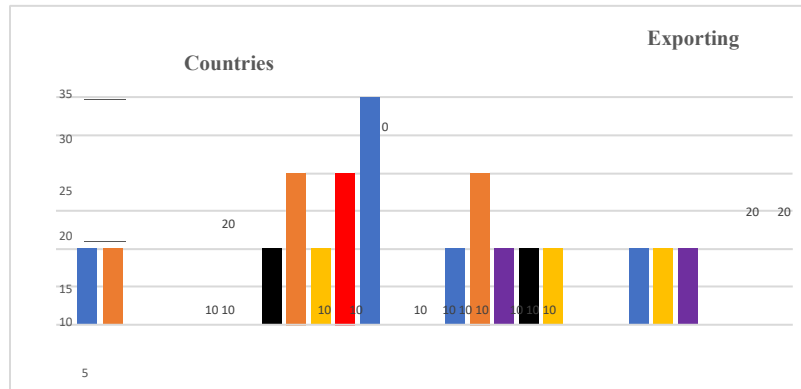


Fig. 3. Sales of Ornamental Plant Products Exporting to Various Countries
Source: Proceed by Researcher, 2023

The Figure 3 shows that in 2018, there were two countries exporting ornamental plants, the US (United States) and Canada, with a total of 20. in 2019, there are Germany, Canada, Singapore, Francis, and the ited States) with a total of 90 export shipments per year. In 2020, there are five countries, namely, the US (United States), Canada, Netherlands, Germany, and Singapore, with a total of 60 export shipments and in 2021, there are three countries, namely, the US (United States), Singapore and the Netherlands. Judging from the development of exports in 4 years in CV.HSN experienced a very significant decrease, with a total number of only 20 shipments compared to 2019, which experienced an increase in shipments of 90 shipments. It can also be seen that countries that often do ordering, namely, Canada and the US (United States). The development of ornamental plant exports a has not been able to develop optimally compared to competitors out there. The level of decline in export shipments resulted in a drastic decrease in market demand, which was felt several years in the process of exporting sales to several countries.

Competitors in the market share make one of the references to continue to improve product quality even better. The existence of competitors in the export ornamental plant market share is influential for companies such as CV. Hanania Semesta Nusantara at Lembang or Bandung Barat District, CV. Renata Nursery at Depok City, CV Berkah Bunga Abadi at Bandung City, and CV. Sumedang Bludru at Sumedang District which resulted in competition in the sale of ornamental plant products in the market. The leading competitors in the market share are as follows:

Table 3. Some Small and Medium Enterprises (SMEs) In Ornamental Plant Product Export and Approximate Prices

Small and Medium Enterprises	Ornamental Plant Product	Prices
CV. Hanania Semesta Nusantara (Bandung Barat District)	• Philodendron Bratianum	\$ 55
	• Anthurium Clarinervium	\$ 50
	• Monstera Albo	\$ 250
	• Syngonium Strawberry Ice	\$ 200
CV. Renata Nursery (Depok City)	• Philodendron Bratianum	\$ 52
	• Anthurium Clarinervium	\$ 48

	• Monstera Albo	\$ 248
	• Syngonium Strawberry Ice	\$ 199
CV. Berkah Bunga Abadi (Bandung City)	• Philodendron Bratianum	\$ 52
	• Anthurium Clarinervium	\$ 48
	• Monstera Albo	\$ 248
	• Syngonium Strawberry Ice	\$ 199
CV. Sumedang Bludru (Sumedang District)	• Philodendron Bratianum	\$ 51
	• Anthurium Clarinervium	\$ 47
	• Monstera Albo	\$ 248
	• Syngonium Strawberry Ice	\$ 199

Source: based on results from the collection data from the interviews with respondents from different SMEs and their customers, 2022

There are three competitors who are superior in the market, as explained in the table above. It can be seen from the price that the company CV. Hanania Semesta Nusantara is relatively more expensive than the three existing competitors. The results of the analysis of competitors in the market share, to find out how the company CV. Hanania Semesta Nusantara to make its products better than other competitors. Because with the results of the analysis obtained, knowing that the price given by the company CV. Hanania Semesta Nusantara is relatively more expensive than existing competitors. With this analysis, you know the price comparison and product quality, and so the company able to adjust prices with other competitors. In the process of promotional and marketing activities carried out uses social media as a place to market products. Social media sites such as websites, Instagram, and Facebook upload photos or videos of products on ornamental plants to various social media owned by the company. But at this time, the company is experiencing problems because the website has been hacked, and as a result of this problem, revenue on sales has decreased from the results of the analysis conducted by the author to remind the company of the problems that occur so that the company must immediately make improvements to any existing obstacles.

5 Conclusion

Export Business Development, has not been said to be good because export income has not been stable from year to year, product marketing is also not on target, and there are still many improvements in business development strategies in the company, such as improvements to the website, product advertising, product diversity and problems about competitors. Therefore, researchers suggest that in marketing strategies regarding product advertising, they must display attractive products in advertisements uploaded on social media. Then, in making product content, it must be more consistent, at least every day updating ornamental plant products because what happens in the company rarely updates social media about the product. Regarding the limited stock supply of ornamental plants in the company, the company should often check the product and be able to supply from several other farmers to overcome product vacancies. Websites that have been hacked must be repaired immediately so that sales have increased again as at the beginning of the year. Companies must also be more dexterous in utilising social media as a place to market their products, both on the Website, Instagram, Facebook, etc.

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