

# Increase Global Competition Through Managing the Business and Partnership Patterns

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## ABSTRACT

Attitude of running a business characterized by long-term relationships, a high-level cooperation, mutual trust, where suppliers and customers trade with each other to achieve common business goals. The problem formulation is how partnership patterns in order to increase global competition? The purpose of the research is to find out the pattern of partnerships in order to increase global competition. State of the art (literature study) used is a partnership, pattern and global competition and Increase. The research method used is qualitative research. Data collection using in-depth interviews and documentation. The conclusion is as follows. There are four patterns of partnership: (1). Plasma-Core: is a partnership relationship between micro, small medium enterprises (as plasma) and large enterprises (as the core) of fostering and developing small businesses. (2). General trading: A partnership between a small business with a medium-sized business or large enterprise, where a medium or large business markets the production of a small business, or a small business supplies the needs needed by a medium-sized business or large partner business. (3). Franchising: is a cooperation in which one party is granted the right to exercise the right of intelektual wealth, discovery, business cash characteristics such as licenses, trademarks, and distribution channels of his company to the franchisee with the help of management guidance. (4). Agency: is a partnership relationship in which a small business is given special rights to market medium-sized business goods and services or large business partners. (5). Operational cooperation: A pattern of business relationships run by a group of partners with a partner company.

**Keywords:** increase, global competition, partnerships, patterns

**Published Online:** December 2022

**ISSN:** 2828-5492

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## I. INTRODUCTION

In managing a business we have to learn about what a product is. Products produced and traded by business activities are tangible goods and intangible goods. The explanation is as follows;

Tangible goods: items that can be sensed by the human senses: cars,

motorcycles, televisions, etc. Intangible goods (services): products that cannot be seen in plain sight, but can be felt the benefits after consumers use the service. Examples: lawyer services, teacher services, doctor services, etc.

In managing our business as entrepreneurs or business people want company profits. Well below will be explained

about profit and the use of profit. Profit is the main attraction that encourages a person to do business activities.

Through the profits created by business activities, business people can develop the scale of their business to be greater. Accumulated profits earned through business activities can be invested into business portfolios that can increase the value of the company (Basu Swastha and Ibn Sukotjo, 2000).

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The problem formulation is how partnership patterns and Managing The Business in order to increase global competition? The purpose of the research is to find out Managing The Business and the pattern of partnerships in order to increase global competition.

State of the art (literature study) used is a partnership, pattern and global competition and Increase.

## II. METHODS

In a study it is necessary to explain about the methods used in analyzing a study. In this study the authors used primary data and secondary data as a foundation in analyzing global competition through managing businesses and partnership patterns.

The research method used is qualitative research. Data collection using in-

depth interviews and documentation.

In secondary data the author uses several national journal writings and books. While the interview of course who provides the data is the one who is authorized in providing data.

In this case for example is a franchise like Kentucky Fried Chicken (KFC) and McDonald whose interview writers are owners and management so understand what a partnership is through franchising.

## III. DISCUSSION

Business partnerships: the attitude of running a business characterized by long-term relationships, a high-level cooperation, mutual trust, where suppliers and customers trade with each other to achieve common business goals.

According to Philip Kotler, products marketed in a business activity include 10 product entities, namely:

1. Informations, mass media both print and electronic are information business people.
2. Places, mass of tourist destinations, Bali, Borobudur Temple, etc.
3. Experiences, to gain certain experiences in his life, such as recreation areas: Ancol, Safari Park, etc. the contents section explains the purpose for which the article was written. each section title must be written in bold and sub-sections must be in italics and bold. articles for journals are the results of research, critical analysis studies in the fields of education, theology, and humanities.

this section can add tables, drawings, or statistical calculations to explain the results of research or research study arguments.

4. Organizations. The track record of companies that produce quality products and can satisfy the needs of consumers and have good financial performance, will cause one company to have different values than its competitors in the eyes of consumers and investors.
5. Idea. All products marketed initially came from a product idea, for example Aqua, bottled mineral water. Extra joss drinks in packaging, etc.
6. People, humans with all their abilities and talents can become business commodities, such as artists, athletes, etc.
7. Properties. The right of ownership of a person to valuable objects can be used as a business commodity, such as BPKB, SHM, etc.
8. Events, such as car shows, music performances, etc.
9. Tangible goods. A product can be traded if it has value so that consumers want to exchange the money they have with the product.
10. Services, intangible services, cannot be seen but can be felt by consumers. Another characteristic of services is inseparable, services cannot be separated from the service provider, which will affect the quality of services.

Services also have variability, meaning that the services provided by service providers have variations between one servicer and another.

Strategy formulation is the creation of a broad program to set and meet an organizational goal (Sumarni, Murti., Soeprihanto, John. 2003). The steps in formulating the strategy are:

1. Setting strategic goals, is a long-term goal that directly comes from the company's mission statement.
2. Analyze the organization and its environment, which is to conduct environmental observations and assessments of threats and opportunities (SWOT Analysis).
3. Adapting the organization to its environment

### **Managing the Business**

*Management Process.* Management is the process of planning, organizing, directing and monitoring an organization's financial, human and information resources to achieve its goals.

*Planning.* Planning is a management process that sets out what an organization should do and how it should do it. Planning is the most important function of all management functions. Good planning can provide advantages including: 1. can identify future opportunities. 2. anticipate and problems in the future. 3. Develop a series of strategic and tactical steps. Planning has the following forms:

- a. Objective (objective). A goal is a target of activity that wherever possible within a certain period of time. For example, if the company's goal is to increase profits by 30% within the next year, then all activities will be directed there.
- b. Policy is a statement or understanding used to make decisions about actions undertaken to achieve goals.
- c. Strategy is a program designed to achieve the objectives that have been set, namely when the company will carry out its mission. The strategy will establish the allocation of necessary resources. The speed of implementation time is the main factor that needs to be considered in determining the strategy.
- d. Procedures are a series of actions that will be carried out to facilitate the implementation of the company's activities.
- e. Rules are part of the procedure and are specific actions. Some similar rules can be grouped into procedures.
- f. The program is a combination of policies, procedures, rules and assignments accompanied by a budget or budget.

*Organizing.* It is a management process that establishes the best way to organize the resources and activities of an organization into a logical structure. Organizing includes activities:

- Divide the work
- Grouping jobs
- Delegate authority

- Develop coordination mechanisms

Good organization provides several advantages including: Can be built good relationships between members of the organization, as well as between organizations so that it will facilitate the achievement of organizational goals. Each member of the organization can clearly know its duties and obligations and responsibilities.

### **Actuating**

It is the process of management in guiding and motivating employees to meet the goals of an organization.

In this case the manager or leader is required to be able to communicate, provide instructions, think creatively, take initiative, improve quality, and provide stimulation to employees. This briefing activity concerns the issue of providing motivation to subordinates, leadership issues, and communication development issues.

Motivation is the process of giving motives (movers) to employees to be able to work in such a way that the goals of the organization can be achieved efficiently and effectively. In providing motivation, managers must influence the attitude of subordinates so that they are willing to carry out their duties in harmony with organizational goals.

### **Controlling**

Supervision is an activity to find, correct any deviations from the results that have been achieved compared to the work plan that has been set before. At each stage of the

activity needs to be monitored, so that correction can be immediately made in case of irregularities.

The steps in the surveillance process are

1. Set standards and methods This step is to measure achievement, for example how many production and sales targets you want to use.
2. Measuring the performance of work This implementation is a continuous and repetitive process and its frequency depends on the type of activity.
3. Determining whether work performance meets standards Is a follow-up that is by comparing between the first and second steps.
4. Take corrective action Corrective action is necessary in the event of irregularities in the implementation, for example making some changes to the activities of the organization or existing work standards.

#### **IV. HELPFUL HINTS**

1. Market standing / market ruler that will be a guarantee for the company to obtain sales and profit revenue in the long run.
2. Innovation is innovation in products and services and innovation of expertise. The business goal to be achieved through innovation is to create value in a product, for example shampoo 2 in 1.
3. Physical and financial Resources, the company has the goal of mastering

physical and financial resources to develop the company to be bigger and more profitable.

4. Performance and development Manager, A manager is a person who is operationally responsible for the achievement of organizational goals. To be able to manage the company well, managers need to have a variety of skills and expertise that suit their profession. Therefore, it is necessary to improve the performance and development of manager capabilities through a series of attractive compensation activities and ongoing training and development programs.
5. Worker Performance and Attitude, for the long-term benefit, the attitude of employees towards the company and work needs to be considered in order to work well.
6. Public Responsibility, businesses must have social responsibilities such as advancing the welfare of the community, preventing pollution and creating jobs, etc.

#### **V. CONCLUSION**

Business objectives are the end result that business people want to achieve from the business they do and is a reflection of the various results that are expected to be carried out by the parts of the organization / functional activities of the company (production, marketing, personnel, etc.) that will determine the company's performance in the long term (key result area).

The conclusion is as follows. There are four patterns of partnership: (1). Plasma-Core: is a partnership relationship between micro, small medium enterprises (as plasma) and large enterprises (as the core) of fostering and developing small businesses. (2). General trading: A partnership between a small business with a medium-sized business or large enterprise, where a medium or large business markets the production of a small business, or a small business supplies the needs needed by a medium-sized business or large partner business. (3). Franchising: is a cooperation in which one party is granted the right to exercise the right of intelektual wealth, discovery, business cash characteristics such as licenses, trademarks, and distribution channels of his company to the franchisee with the help of management guidance. (4). Agency: is a partnership relationship in which a small business is given special rights to market medium-sized business goods and services or large business partners. (5). Operational cooperation: A pattern of business relationships run by a group of partners with a partner company.

There are two types of motivation that can be instilled into subordinates, namely:

- Positive motivation, which is the process of influencing others by providing additional levels of satisfaction, such as providing promotions, additional income, creating comfortable working conditions, etc. It is the management

process of monitoring the performance of an organization to ensure that its goals can be achieved.

- Negative motivation is the process of influencing others by making threats or encouraging someone to do something by force. For example, providing threats with demotion, salary cuts or being fired from office.

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