

Abstract

This paper aims and explores the elements of internationalization in which could be implemented by the Frittenwerk Company, with main objectives to describe the process and things that need to be accountable when this company through the Internationalization operation.

Where the company itself is a German based food and Beverages Company in which could expand their business operation into the Indonesian business market environment. It is focus on this specific company where they are operating in different, critical and demanding business environment. Also there will be provided several theoretical frameworks to support the ideas on how and why it is will be promising and also challenging to conduct their business operation in the Indonesian market.