

ABSTRACT

The internationalization of SMEs is currently an opportunity because it is supported by the development of increasingly advanced communication and information technology. Internationalization of SMEs can be considered as a process that combines various resources and competencies possessed by companies. In internationalization readiness there is the term export readiness which describes the existence of a company that has the desire and is able to take the information, resources and assistance provided for positive and productive use.

Kheva Mauza is a business engaged in Muslim fashion that produces hijabs and Muslim clothing that have the latest designs and models. Currently Kheva Mauza is focusing on marketing on a national and international scale, for an international scale currently Kheva Mauza is finalizing an international scale market expansion strategy. The purpose of this study was to identify the internationalization process based on a resource-based view approach to the Kheva Mauza Muslim fashion online store.

The research method used is a qualitative research method. The method of collecting data is through field observations and interviews of 3 (three) sources. The sampling technique in this research is purposive sampling. The data analysis technique used in this research is descriptive and explorative analysis which is then processed using Nvivo 12 qualitative data analysis tools.

The results of this study indicate that in the internationalization process based on the resource-based view approach, the Kheva Mauza Muslim clothing online store has gone well because it has run the Domestic stage and the Inward stage so that it can affect the company's preparation to enter the international market. However, Kheva Mauza Muslim fashion online store needs to plan and prepare to enter the Outward stage and the Co-Operation Stage so that the internationalization process can run as intended.

The results of this study are expected to help further researchers to dig deeper into each process that supports the stages in the internationalization process of MSMEs that are useful for the progress of a business and the development of other MSME businesses in entering the international market.

Keywords: SMEs, internationalization process, resource-based view, competitive advantage