

ABSTRACT

The purpose of this study was to determine the things that affect production performance so that the company experienced a decrease in the number of exports of commodity X. This study used a qualitative method with a case study approach by analyzing actual events in the company with the subject being each individual related to the course of the business from downstream to upstream. Data retrieval using in-depth interviews conducted directly or online to participants and supported by direct observations in the company environment.

The results of the study indicate that several factors that influence the decline in production are price competition that cannot be controlled, accompanied by prices that experience fluctuating changes which are influenced by unstable supply chains to suppliers due to middlemen.

Key Word: *Export, Price competition, Supply Chain Management.*

