

## **WORKSHOP ON BUSINESS DEVELOPMENT STRATEGIES FOR BUMDES AIR PUTIH JAYA**

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### **ABSTRACT**

Village-Owned Enterprises (BUMDES) are village business institutions managed by the community and village government in an effort to strengthen the village economy and are formed based on the needs and potential of the village. BUMDES is a pillar of economic activity in the village that functions as a social and commercial institution. In addition, BUMDes also acts as a social institution that favors the interests of the community through its contribution to providing social services. Meanwhile, as a commercial institution, it aims to seek profit through offering local resources to the market. The purpose of this final project is to find out the strategy, inhibiting factors, development and finance of the Air Putih Jaya Village Public Agency (Bumdes) Bengkalis Regency. This final project uses 4 (four) methods consisting of project preparation plans, project implementation plans, completion plans and project reporting plans. The result of the initial plan for this workshop is to communicate with the Air Putih Jaya BUMdes manager, as well as determine the workshop speaker who is an expert in his field. The time for this final project is Wednesday, July 28, 2021. And for the report on the completion of the project.

**Keywords:** Workshop, Strategies, Obstacles, Develop, and Financial of BUMdes