

CHAPTER 1

INTRODUCTION

1.1 Background of the project

Today's business development is very rapid and it affects the economic development of people around the world. The business creates a lot of jobs and reduces unemployment in a region including Indonesia. But in conditions like today, there is a lot of competition between businesses, many companies are competing with each other to gain market share and dominate the market it spurs companies to try to continue Up. In addition, a business should change its view from being product or service-oriented to a supplier-oriented view. One strategy that a business can use is to build good relationships with suppliers.

According to O'Brien Relationship is how we treat other people, what we do or will avoid given by social norms, respect, thinking about how they feel, want to please other, or with the expectations others may have set in terms of expected behavior. Managing supplier relationships is about ensuring that the nature and extent of all Relationships operate with the same objective and that all parties understand their role to support this. The principle for a relationship is that in a close relationship with a supplier, alignment of actions towards a common goal is necessary, but the parties must also have mutually compatible goals and shared beliefs in order to live together successfully.

Good relationships with suppliers are very important and absolutely needed by businesses to survive and be able to compete with other companies. Suppliers also have the power to influence aspects such as distribution and supply of raw materials for a business. To build good relationships with suppliers, efforts are needed to be able to maintain good relations. The purpose of the training in good relations with suppliers is as education in running and maintaining a business.

According to Ristiawan (2021), suppliers are individuals or companies that supply or sell raw materials to other parties, be they individuals or companies so

that they can be made into mature goods or services. According to Solihin (2012), suppliers are organizations that provide input for companies such as raw materials, services, and labor. According to Pujawan and Mahendrawati (2010), suppliers are a group of organizations or individuals who have an interest in the success of a producer compared to other businesses. But the problem that often occurs is that many entrepreneurs or companies consider the relationship with suppliers just a business relationship.

According to Harland and Knight, (2000:3), Lukito and Ellitan (2021) define the role of the supplier network for the company as a medium where the company will be able to play a more active and optimal role in the management and operation of the supplier network which includes product design, production, suppliers, marketing, and distribution, then all these elements are coordinated and adapted to environmental and market conditions.

According to Sukandar, (2018) To appreciate your suppliers, you must establish a good relationship with them. Remember, without their role, your business will certainly not run smoothly. Communicate everything that happens with them. Including if there is a problem with the payment you make. Today when you ask entrepreneurs what they need most, the answer is emphatical, "More money!". However, if examined more deeply, it is actually their relationship with suppliers that needs attention. The main thing is not money, but the good relationship you have with every supporter of your business, if you build a good relationship, money will come to you.

For this reason, it is necessary to establish good relationships with suppliers to create and maintain loyal, trusting, and reliable relationships so that it will benefit both parties and improve quality, productivity and on an ongoing basis.

Based on the problems that occur, to find out how important it is to maintain relationships with suppliers and how to maintain good relations with suppliers for business development and continuity, by submitting a project for students, entrepreneurs, and Indonesian people who already have a business or not entitled **"Seminar on the importance of the good relationship with suppliers for business development and continuity"**.

1.2 Identifikasi of the project

This seminar discusses how to maintain and maintain good relations with suppliers for business continuity and as a provision for prospective young entrepreneurs. As business people and prospective business actors who will have more and more competitors or competitors, we have to think about how we can be better. superior to our competitors, both in terms of production, marketing or, in terms of supplie.

Based on the explanation of the background above, the identification of project problems that will be discussed are as follows: Seminar The importance of good relations with suppliers for business development and continuity.

1.3 Purpose of the project

1.3.1 The General purpose of the project

The general objective of the project to be achieved in this final project is to create or organize a **Seminar on the importance of good relationship with suppliers for business development and continuity.**

1.3.2 The Specific Project Pepose

1. To determine and find criteria for resource persons
2. Determine the committee structure
3. To determine the criteria for seminar participants seminar on the importance of good relationship with suppliers or business development and continuity.
4. Evaluating seminar activities through feedback from participants.

1.4 Significance of the project

Every activity that is carried out certainly has a specific purpose which will later bring its benefits to several groups, both for activity implementers, activity participants, as well as knowledge and other parties such as the general public. This seminar project is expected to provide benefits to the wider community, especially for writers, activity implementers, activity participants, science, and the general public. The benefits of this seminar project are as follows:

1.4.1 For Author

This thesis can be used as additional experience, insight and as a guide in completing the final assignment which is one of the requirements for completing an Applied Bachelor's degree in the Department of International Business Administration. To find out and solve problems related to the author's project. Useful as a way to apply the knowledge that has been obtained.

1.4.2 Benefits for executors

1. As knowledge and learning how human resources play an important role in the implementation of an activity.
2. Can coordinate well with resource persons, committees, and all aspects related to human resources.
3. Can overcome obstacles when planning and organizing activities.
4. To improve the professionalism of the event organizer in handling, planning, and organizing an activity.

1.4.3 Benefits for par

The benefits for participants of holding a Seminar on the importance of good relationships with suppliers for business development and continuity are:

1. To increase the potential and ability of participants to become business people.
2. Motivate and broaden the experience of participants about the importance of maintaining good relations with suppliers for business continuity and development.
3. Improving new strategies in business.

1.4.4 For Other Parties

This thesis is expected to provide more knowledge to the community and other entrepreneurs. This project can also be used as the output of the project to be implemented and as a reference for other research that will raise the same problem but with a different point of view.

1.5 Place and time of project implementation

The location of the final project that has been determined is in the city of Bengkalis which will be carried out in the hall of the Business Administration building on September 20, 2022.

1.6 Writing system

The systematic writing carried out for the project “Seminar The importance of good relations with suppliers for business development and continuity is as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the author explains the background of the project, project identification, project objectives and benefits, project duration and time, and the systematics of writing project reports in the thesis.

CHAPTER 2: LITERATURE REVIEW

In this chapter, the author describes the theories that are relevant to the main material in the Final Project, namely explaining the **Seminar on the importance of good relationship with suppliers for business development and continuity.**

CHAPTER 3: ACHIEVEMENT METHODS AND PROCESSES

In this chapter, the author will describe the plan with a project implementation diagram, then proceed with the implementation plan and implementation process, implementation plan, and project implementation report. Then proceed with the schedule and estimated costs incurred during the project period, to the estimated cost of the thesis.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter, the author will describe the profile of project activities and reports on the implementation of project activities which include project preparation, project implementation,

project completion, project reporting, and financial reports on project activity implementation.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of writing in the previous chapters which are included in the conclusions and suggestions for improvement at the author's place.

REFERENCE

ATTACHMENT

WRITER BIOGRAPHY