

# **POLBENG BUSINESS EXPO**

## **(Case Study On MSME Es Teh Rindu)**

Study Name : Norsyafika  
Nim : 5404211416  
Supervisor : Hutomo Atman Maulana S.Pd.,M.Si  
Student Institute : State Polytechnic of Bengkalis

### **ABSTRACT**

This thesis presents a comprehensive study of the Polbeng Business Expo, focusing on MSME Teh Rindu. It explores the dynamics of small and medium enterprises (SMEs) within the context of a business expo. The significance of such events in promoting local businesses and enhancing their marketplace visibility is highlighted. The introduction identifies the need for a platform that enables SMEs to showcase their products and services. The main objective is to facilitate the growth of SMEs through effective marketing strategies and community engagement. The preparation phase involved meticulous planning and the creation of promotional materials. These materials included tenant catalogs, digital content, and videos aimed at boosting each tenant's digital presence. Strategies for promoting the expo to various stakeholders are discussed. These stakeholders include businesses, students, and organizations, with efforts focused on brochure distribution and digital marketing. Arrangements for attractive tents and banners were also made to ensure a welcoming environment for attendees. The thesis anticipates that the Polbeng Business Expo will provide a platform for SMEs to showcase their offerings. It aims to foster networking and collaboration opportunities among participants. Careful documentation and evaluation of the event will serve as a valuable resource for future initiatives supporting local businesses. Ultimately, this study seeks to enhance understanding of how business expos can effectively support SMEs. It offers insights and recommendations for future projects in this area.

Keywords: Expo, MSME, Digital Promotion, Catalog, Financial Statement, QRIS