

## **ABSTRACT**

### **POLBENG BUSINESS EXPO ASPECT OF FINANCE EVENT FASHION SHOW**

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This thesis proposal, is designed to meet the requirements for an Applied Bachelor's Degree in the International Business Administration Study Program at the Business Administration Department. The event, scheduled for October 30-31, 2024, aims to provide a platform for students and local MSMEs in Bengkalis to enhance their marketing skills and explore creative economic strategies that support business development and final project work. The main project objective to be achieved in this final assignment is to create and organize a successful Polbeng Business Expo event. Looking for and determining sponsorship criteria, registering participants, knowing the planning and realization of the budget during operations, knowing the obstacles that occur, looking for solutions to these obstacles. Delivering and organizing Polbeng Business Expo chapter 1 activities through participant feedback. The project results show that the technical aspects of operational and financial work in implementation activities are divided into several stages, namely the stage of searching for sponsors, determining the operational budget, obstacles that occur, solutions to the obstacles faced and project evaluation.

**Keywords:** *Cost Efficiency, Fashion Show, Finance*