

POLBENG BUSINESS EXPO
(CASE STUDY ON KEDAI SEBLAK AULIA PRASMANAN MSMES)

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ABSTRACT

Expo is an abbreviation of Exposition which means exhibition or display. In general, Expo is defined as a trade fair or trade exhibition. Indonesia is a country that has great potential in the field of micro, small and medium enterprises (MSMEs). The existence of MSMEs cannot be eliminated from today's society. Because MSMEs play a very important role in distributing community income. One of the MSMEs that the author took in this research was Kedai Seblak Aulia Prasmanan, the search for raw materials in Bengkalis is carried out carefully to ensure quality and freshness. The crackers used are obtained from experienced local producers, thus providing the right texture for seblak. Spices such as onions, chilies, kencur and other typical spices are sought after at the Bengkalis market, where the owner chooses fresh ingredients directly from the market or supermarket.

Keywords: *Tenant, Seblak Aulia Prasmanan, MSME, EXPO*