

POLBENG BUSINESS EXPO

Case Study on the Liaison Officer and Business Consultant Role on MSME Umi Syifa Canteen

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ABSTRACT

This final project is titled Polbeng Business. Expo (Case Study on the Liaison Officer and Business Consultant Role on MSME Umi Syifa Canteen). The purpose of this final project is to implement the Polbeng Business Expo in accordance with the plan, and the specific objectives of this project are “Polbeng Business Expo (Case Study on the Role of Liaison Officer and Business Consultant on MSME Umi Syifa Canteen),” which is to assist and act as an intermediary between event organizers and tenants. Developing a promotional strategy for MSME Canteen Umi Syifa through digital marketing (social media), assisting in the creation of MSME Umi Syifa Canteen profiles, assisting in the creation of MSME Umi Syifa Canteen product catalogs, assisting in the creation of MSME Umi Syifa Canteen promotional videos, assisting in the creation of Qris payment tools at the MSME Umi Syifa Canteen, and assisting in the preparation of MSME Umi Syifa Canteen financial reports. This final project is carried out using 4 (four) stages, namely project preparation, project implementation, and project completion. The results of the implementation of this final project, marketing strategy with segmentation, targeting, and positioning methods. The marketing mix uses 7Ps: Product, Price, Place, Promotion, People, Process, and Physical Evidence. The distribution of payments through QRIS, the obstacle faced is the difficulty in registering the Umi Syifa Canteen MSME in making QRIS through BRIMO. The solution is to register directly with the BRI Bank. The implementation of this final project began on October 30, 2024.

Keywords : Polbeng Business Expo, Liaison Officer, Business Consultant, MSME, Umi Syifa Canteen, Business Plan, Marketing Strategy, Marketing Mix, Digital Marketing, Financial Management.