

CHAPTER 1

Introduction

1.1 Background of the Project

Bengkalis State Polytechnic (Polbeng) organised Polbeng Business Expo Chapter as an effort to encourage and support entrepreneurship among students and the local community. Students are given the opportunity to present their creative works and products to the public through this activity, providing them with practical business experience. In order to create networks and prospects for commercial partnerships, Polbeng Commercial Expo also seeks to connect students with local investors, entrepreneurs, and the general public.

As a continuation of the first chapter, which has previously been implemented successfully, Polbeng Business Expo Chapter is now here. This event is believed to better prepare students to understand market dynamics, gain entrepreneurial skills, and be able to find business prospects. Product exhibitions, business training, entrepreneurship seminars, and networking events with investors and business people are some of the events held at this expo.

In order for participants to develop innovative solutions that are environmentally friendly and provide positive benefits to society, the theme of Polbeng Business Expo Chapter strongly emphasises innovation and sustainability. It is hoped that this event can make a significant contribution in motivating and inspiring the younger generation to start their own businesses and encourage local economic development.

MSMEs are a key component of Indonesia's economic growth. MSMEs provide a substantial contribution to the nation's economic stability by creating jobs, enhancing the welfare of individuals, and creating domestic innovations and goods. MSMEs require ongoing assistance from a variety of sources, including the public and commercial sectors as well as the community, in

order to their future development. It is anticipated that MSMEs will continue to expand, increase their competitiveness, and benefit the Indonesian economy overall by taking use of the opportunities that are available, particularly in the digital age.

Research by Lusha Evelina (2024) with the title “C” National and international collaboration plays a pivotal role in the globalized world’s economic development. This research paper examines the definition of such collaboration and its significant impact on economic growth. It delves into the economic benefits, challenges, and strategies for successful collaboration. The paper also explores the influence of collaboration on the global economy and its potential to reduce poverty and inequality. Collaboration is shown to facilitate technology transfer, knowledge exchange, and mutual economic growth, but it also presents hurdles like trust issues and divergent motivations. Strategies, such as proper preparation and facilitation, are recommended to mitigate these challenges. Collaboration between stakeholders, including universities, enterprises, and governments, contributes to economic development and innovation. It is especially significant in addressing global economic issues and building a green economy to alleviate poverty and inequality. Collaboration not only strengthens economic ties between countries but also promotes social and environmental sustainability. In conclusion, the paper underscores the importance of collaboration in achieving a more prosperous and equitable world while addressing the complexities and opportunities it presents in the context of economic development.

One of them is the mei-mei teapot drink which was founded in 022 with the popularity of modern drinks today is still increasing rapidly, especially among young people who like to try different and unusual drinks. With a concept that blends traditional and modern, Teh Poci Mei- Mei is anticipated to be able to compete in today's beverage industry. Teh Poci Mei-Mei can be operated with various adaptable business models, such as

booths, mobile kiosks, or small shops, to reach customers in key areas, such as malls, office buildings, and special events.



Figure A. 1 Google Maps Teh Poci Mei Mei
Source: Processed Data 2025



Figure A.2 Location Tea Poci Mei mei MSMEs
Source : Author2025

Poci tea is well known by public because of several advantages of its products, including Poci tea offers many variants that can meet the desires of various groups. Teh Poci also offers packaging that is very practical, easy to carry, hygienic and modern. Teh Poci is known for offering tea products at affordable prices. Drink trends in circulation always change along with shifts in consumer tastes, but this does not apply to Teh Poci, even there are many various contemporary drinks that are viral, Teh Poci is always the people's choice, because the price is pocket friendly, even though he has only been in

business for more than a year, the appeal of Teh Poci which is currently popular among consumers is the motivation to enter the business world. The seller was happy to tell about the ins and outs of starting the tea pot business he was running. Apart from that, selling tea pots also has several challenges, namely competition with other MSME sellers regarding attracting customers (Nurliana Mungkur,2023).

The rapid development of micro, small and medium enterprises (MSMEs) in Bengkalis City has a very positive impact, not only increasing employment but also increasing the income of the surrounding community. Concrete examples of the success of MSMEs in this field are Teh Poci Mei Mei and Lapak Es Ibu Liqa. Teh Poci Mei Mei was established in 2022, Teh Poci Mei Mei offers a variety of interesting Teh Poci flavours so that buyers can choose according to their individual tastes. Teh Poci itself is one of the favourite drinks of many people so it is suitable as a fresh drink.



Figure A. 1 Google Maps Lapak Es Ibu Liqa MSMEs
Source : Processed Data 2025



Figure A. 2 Location lapak Es Ibu Liqa
Source : Author2025

Ibu Liqa's Ice Stall is a refreshing drink that is perfect for quenching thirst, especially on a hot day. Lapak Es Ibu Liqa was made by Ibu Liqa and established since 2023. Lapak Es Ibu Liqa has a refreshing and sweet taste, as the filling provides a unique added value. The combination of sweetness and freshness in each drink makes it suitable to be enjoyed while relaxing, as a drink when gathering with friends, or as a takjil when breaking the fast.

With the help of the Expo, which is organised by the student Politeknik Negeri Bengkalis, the International Business Administration, and a few other umkm that are present at Bengkalis, it is hoped that these MSMEs will be able to improve the quality of the products and reflect the business's resources. Every Expo activity will be documented in the form of photographs and videos, with the intention of promoting the Expo and related activities. In promoting products from MSME that are available in Bengkalis, this activity serves as an example for the mahasiswa and MSMEs that are present in Bengkalis.

Based on the background description above, the author is interested in holding an expo entitled **"Polbeng Business Expo Chapter II Case Study at the Liaison Officer and Business Consultant Role on MSMEs Teh Poci Mei Mei and Lapak Es Ibu Liqa MSMEs"**.

1.2 Identification of the Project

From the background above, the result of the identification of the Polbeng Business Exhibition project (Case study on Teh Poci Mei Mei and Lapak Es Ibu Liqa MSMEs) the problem formulations that the author will propose are

1. How to conduct business expo Polbeng Business Expo Chapter II Case Study on MSMEs Teh Poci Mei Mei and Lapak Es Ibu Liqa.

2. How is the effective application of the 4p marketing mix at Polbeng Business Expo Chapter II (Case study on MSMEs Teh Poci Mei Mei and Lapak Es Ibu Liqa).

1.3 Purpose of The Project

The Purpose of this project are divided into (two), namely the main purpose and specific purpose. The purpose of the project are as follows :

1.3.1 General Purpose of the Project

1. To carry out the Polbeng Business Expo Chapter II, as planned by promoting MSME products, and exchanging business ideas.
2. To improve the marketing mix 4p of MSMEs by focusing on developing effective strategies.

1.3.2 Specific Purpose of the Project

Specific purpose of the Project at Polbeng Business “(Polbeng Business Expo Chapter II (Case Study on Liaison Officer and Business Consultant Role on MSMEs Teh Poci Mei mei and Lapak Es Ibu Liqa) are as follows:

1. To create profile of MSMEs Teh Poci Mei mei and Lapak Es Ibu Liqa

2. To create concept Marketing Mix 4p of MSMEs 30 days
3. To create a video profile of MSMEs and an activity video of the tenants during the Expo
4. To create 30 Catalogs and 30 promotion videos of MSMEs
5. To create financial report of MSMEs transaction during the Expo
6. To create financial report from the Expo
7. To create QRIS for MSMEs : Tea Poci Mei mei and Lapak Es Ibu Liqa

1.4 Significance of the Project

Project Benefits From this final project it is expected to be beneficial for interested parties or related parties. The benefits of this project are:

1. For the Author

This knowledge, understanding, and guidance in finishing the final assignment, which is one of the Administration of International Business. In addition to from there, to determine and resolve issues pertaining to projects that are helpful in putting the knowledge that has been acquired.

2. For Students

This thesis can be used to increase student creativity in the business world. Besides that In addition, this project can provide inspiration and motivation for students to continue to learn and develop their creativity in facing future challenges. Develop their creativity in facing future challenges.

3. For Other Parties

It is anticipated that this thesis will increase other institutions' understanding. Like encouraging MSME owners to be more inventive and

creative while developing new services and goods based on technology. This has the potential to stimulate regional economic growth. local economic expansion and employment creation.

1.5 Time and Place of Project Implementation

The project implementation time from the preparation stage to completion is organized according to the agreed plan. This activity was carried out for 3 days in May 2025, the implementation of this project took 7 months. Which is carried out around the Bengkalis State Polytechnic campus area located in Sungai Alam

1.6 Writing System

For make it easy and give clear description about content research, as for systematics writing shared become five chapters, including:

CHAPTER 1: INTRODUCTION

This chapter will explain the background, project identification, project objectivities, project benefits, project place and time, implementation and systematic writing of the project.

CHAPTER 2: LITERATURE REVIEW

This chapter will explain the theory relevant to the subject matter of the final project which is divided into 4 previous studies, general theory and final project specific theory.

CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS

This chapter will explain the project preparation plan, project implementation plan, project completion plan and project reporting plan.

CHAPTER 4: RESULTS AND DISCUSSION

This chapter contains a summary of the writing results from the previous chapters in the form of conclusions, as well as criticism for improvement.

CHAPTER 5: CONCLUSION AND SUGGESTION

This chapter will explain the conclusions and recommendations of the project implementation results in the previous chapters.

REFERENCES APPENDICES

WRITER BIOGRAPHY