

CHAPTER 1

INTRODUCTIONS

1.1 Background of the Project

Polbeng Business Expo is a business exhibition event held by students from the Business Administration Department, especially the International Business Administration study program at the Bengkalis State Polytechnic (Polbeng). This activity is designed as a form of real implementation of the knowledge that has been learned during the lecture period, where students play a direct role in designing, managing, and implementing large-scale events involving various parties, including Micro, Small, and Medium Enterprises (MSMEs) from various sectors.

The Polbeng Business Expo Chapter II is not only an exhibition but also serves as a learning and entrepreneurial development platform for students. Through this activity, students can hone their managerial skills, creativity, and marketing strategies to face real-world business competition. Furthermore, the involvement of local MSMEs demonstrates the synergy between education and business actors in the community, which is expected to strengthen the entrepreneurial ecosystem in Bengkalis. Thus, this expo not only has a positive impact on participants and visitors but also makes a tangible contribution to driving regional economic growth.

Polbeng Business Expo Chapter II presents 133 tenants consisting of various types of businesses with interesting and innovative concepts, reflecting the wealth of business ideas carried by students and entrepreneurs involved in this event. The diversity of business types displayed covers various categories, such as culinary with a variety of regional and modern food and beverage creations, unique and artistic handicraft products, fashion with a variety of trendy clothes and accessories, to creative services such as graphic design, photography, and business consulting that further enrich the choices for visitors.

The main objective of the Polbeng Business Expo is to support the growth of MSMEs by providing exhibition stands to introduce products and services, sell directly, expand markets, and build business networks. This activity also provides access to business development opportunities to increase the competitiveness of MSMEs. By participating in the exhibition as an MSME owner, it will certainly provide benefits for to expand the customer network for their products, the tenant chosen to be part of this expo project is Indah Donuts and Bunnybar.

Indah Donuts is a micro, small, and medium enterprise (MSME) located on Jl. Lembaga, Bengkalis, which operates in the culinary sector, specifically the production and sale of donuts. This business is known for its donut products that have a soft taste, various flavors, and affordable prices, so that they are able to attract consumers from various groups. As a growing MSME, Indah Donuts does not only focus on direct sales, but also seeks to expand the market through participation in various exhibitions and expos. Indah Donuts' presence at the Polbeng Business Expo, for example, is a strategic opportunity to introduce products more widely, build new customer networks, and increase business competitiveness amidst the tight competition in the culinary business.

Besides Indah Donuts, another MSME that participated in this expo was Bunnybar. Bunnybar is located on Jl. Pertanian, Bengkalis, which operates in the culinary sector, there are heavy foods such as Rice Bowls and also desserts such as Cheesecake and Pudding Bunny. By participating in this expo, Bunnybar can reach wider marketing so that it is known by the people of Bengkalis.

The tenant mentoring project plays a crucial role in developing soft and hard skills, such as communication, teamwork, problem-solving, and managerial abilities. Furthermore, students participating in this program also help tenants increase brand awareness, attract new customers, and expand their marketing network. To address these challenges, Indah Donuts and Bunnybar plan to strengthen their marketing strategies through digital media, consistently improve product quality, and produce promotional content such as business profile videos and interactive product catalogs. These efforts are expected to help both tenants expand their market reach and build stronger brand awareness among consumers.

Through this hands-on experience, students are able to understand real business challenges and make a tangible contribution to the development of local MSMEs.

Based on the background and problems outlined regarding the Polbeng Business Expo, the author is interested in submitting a research paper entitled: **"Project Implementation On Facilitating Indah Donuts & Bunnybar at Polbeng Business Expo, Chapter II."**

1.2 Identification of the Project

Based on the explanation of the background of the problem above, the identification of project problems that will be discussed in the project "Project Implementation On Facilitating Indah Donut's & Bunnybar At Polbeng Business Expo Chapter II" the problem identified in this project is focused on the implementation of a project facilitating Indah Donuts and Bunnybar tenants at the Polbeng Business Expo Chapter II. This project is conducted as an effort to enhance the capacity and quality of Micro, Small, and Medium Enterprises (MSMEs), particularly in expanding access to potential customers and increasing information technology literacy in the digital era.

The formulation of the problems in this project is as follows:

1. How is the implementation of the Polbeng Business Expo Chapter II carried out?
2. How are the operational activities of Indah Donuts and Bunnybar tenants implemented during the Polbeng Business Expo Chapter II?

1.3 Purpose of the Project

1.3.1 General Purpose

The general purpose of this project is to facilitating Indah Donuts & Bunnybar at Polbeng business expo chapter II

1.3.2 Specific Purpose

The specific objectives of this Project are:

1. To create tenant for Polbeng Business Expo
2. To produce 30 promotion video for tenant

3. To design create 30 catalogs for tenant
4. To produce the profile video for tenant
5. To Post marketing media promotion through social media with Paid Content
6. To create the financial reports for tenant
7. To create QRIS for tenant

1.4 Significance of the Project

The significance of this Project is that it is expected to be beneficial to the parties involved. interested parties or related parties:

1. For Authors

This thesis is expected to be an additional experience for me, and a guideline for me. completing a final project which is one of the requirements for completing a bachelor's degree from the International Business Administration study program. This project also allows me to develop time management, planning, and decision-making skills, all important skills that will be useful in the working world.

2. For MSMEs

This thesis also provides benefits for MSMEs, through projects that are designed with Well, MSMEs can implement new innovations, expand product lines, improve operational efficiency, or optimize marketing strategies. Projects undertaken by MSMEs often help businesses solve specific problems or achieve specific goals, such as improving product quality, expanding market reach, or implementing digital technologies to increase competitiveness. In addition, projects can help MSMEs better understand their markets and customer needs. By conducting market research projects, for example, MSMEs can gain deeper insights into consumer preferences and industry trends, which in turn can help tailor their products or services to be more relevant and appealing.

3. For Polytechnic

This thesis also benefits Bengkalis State Polytechnic through well-designed projects. The Polytechnic can implement innovations in education,

broaden students' learning experiences, improve the efficiency of entrepreneurship programs, or optimize community service strategies. These projects often help institutions solve specific problems or achieve strategic goals, such as improving the quality of learning, expanding collaborative networks, or implementing digital technology in academic and non-academic processes to increase competitiveness. Furthermore, these projects can help the Polytechnic better understand the needs of industry and society. By conducting research and community service, for example, the Polytechnic can gain deeper insights into industry trends and job skills needs, which in turn can help adapt its curriculum and educational services to be more relevant and impactful.

1.5 Time and Place of Project Implementation

The time and place of project implementation will be carried out in the ninth week of the odd semester, precisely on May 20-22, 2025. The activity will last for 3 days. There are 2 small businesses participating, with sales addresses on Jl. Lembaga (ADEF Water Depot) Bengkalis and Jl. Pertanian, Bengkalis. Polbeng Business Expo will be held in the yard of the Bengkalis State Polytechnic, precisely around the Business Administration building.

1.6 Writing System

Systematically the contents are arranged as follows:

CHAPTER I : INTRODUCTION

In this chapter, the writer describes the background of the project, project visits, project objectives and benefits, the place and time of the project, and the systematics of writing a project report in an undergraduate thesis.

CHAPTER II : LITERATURE REVIEW

In this chapter, the writer describes the theories that are relevant to the main material in the Final Project, namely explaining the Expo business polbeng on Bengkalis MSMEs.

CHAPTER III : METHODS AND ACCOMPLISHMENT PROCESS

In this chapter, the writer will explain the project plan with a project diagrams, then proceed with the implementation plan and execution process, a report on the implementation plan and project execution. Then continue with the schedule and estimates cost incurred during the project period, to the estimated cost of bachelor's thesis.

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter, the writer will explain the project profile and activity implementation report consisting of project preparation, activity implementation, implementation report, and activity implementation report.

CHAPTER V : CONCLUSION AND SUGGESTION

This chapter contains a summary of the results of the writings in the previous chapters written in the conclusion as well as suggestion for improvement instead of writing.