

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In the midst of the rapid growth of Micro, Small, and Medium Enterprises (MSMEs) and the dynamic changes in consumer market trends, business exhibitions (business expos) have become a strategic platform for entrepreneurs to introduce their products and expand their marketing networks. Politeknik Negeri Bengkalis, through the Polbeng Business Expo Chapter II, provides a platform for students and local MSME actors to promote their products directly to consumers. This event was organized by students of the International Business Administration Study Program as part of their final academic project and serves as a continuation of Polbeng Business Expo Chapter I held in 2024.

Polbeng Business Expo Chapter II was implemented in 2025 by sixth-semester students with the assistance of fourth- and second-semester students. This activity functions not only as a promotional event but also as a practical learning medium for students to apply the knowledge they have gained during their studies, particularly in the fields of business management and marketing. Compared to the previous year, the scale of the expo increased significantly, involving around 133 MSMEs over three days, whereas Chapter I involved only 71 tenants for two days. This increase reflects the strong interest of local MSMEs and the growing potential of the expo as a platform for business development.

However, despite the high level of participation, many MSMEs still face fundamental challenges, particularly in promotion, branding, and business management. Limited promotional media, the absence of professional business profiles, and weak business record-keeping systems prevent many tenants from fully maximizing the benefits of participating in the expo. As a result, their involvement often leads only to short-term sales rather than long-term business development.

This condition was also experienced by Lapak Kak Ipit, a local culinary MSME offering products such as seblak, mieso, bakso, and spicy noodles, operating from 5:00 PM to 10:00 PM. Before joining the expo, Lapak Kak Ipit faced limited product promotion and lacked effective marketing strategies, making the business less well known outside its regular customer base. This situation hindered market expansion and brand strengthening.

Similarly, While, a contemporary beverage business focusing on coffee-based products for young consumers, also faced challenges in building its brand and expanding its promotional reach. As a relatively new business operating from 11:00 AM to 11:00 PM, While still requires stronger brand identity, consistent product and service quality, and more effective promotional media to compete with more established beverage brands.

Lapak Kak Ipit and While were selected as the tenants facilitated in Polbeng Business Expo Chapter II because both showed strong enthusiasm and willingness to grow. However, such enthusiasm needs to be supported by structured assistance so that their business potential can develop optimally.

Therefore, a series of facilitation activities were carried out to prepare both tenants to participate more effectively in the expo. These activities included the preparation of business profiles as a foundation for building a more professional business identity, the production of 30 promotional videos published over one month, and the preparation of 30 product catalogs as supporting promotional media. Promotional efforts were further strengthened through paid social media content to expand marketing reach. In addition, simple financial reports covering income, outcome, and net profit were prepared to help the tenants gain a basic understanding of their financial performance.

Through this facilitation process, the tenants are expected not only to increase sales during the expo but also to build long-term brand awareness and gradually improve their business management capabilities. At the same time, this project provides students with hands on experience in dealing with real business challenges, while also developing skills in communication, teamwork, problem-solving, and business analysis.

Based on the background and the challenges faced by Lapak Kak Ipit and While, as well as the need for structured facilitation in Polbeng Business Expo Chapter II, the author is interested in conducting a study entitled **“Project Implementation Facilitating Lapak Kak Ipit and While 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 the project problems that will be discussed in the project “Project Implementation on Facilitating Lapak Kak Ipit and While at Polbeng Business Expo Chapter II” is how to conduct a Polbeng Business Expo Chapter II and make the event success.

1.3 Purpose of the Project

1.3.1 General purpose

The general objective of this project is to ensure the systematic implementation of the Polbeng Business Expo Chapter II and to assess students’ competencies in performing their roles as tenant facilitators, from the planning stage, through project execution, to the completion of the business expo.

1.3.2 Specific Purpose

The specific project objectives that are expected to be achieved in writing in this final project are as follows:

1. To create tenants for Polbeng Business Expo
2. To create the profile of tenant
3. To create concept of 30 promotion video of tenant
4. To create concept of 30 catalogs of tenant
5. To conduct marketing promotions through social media using paid content
6. To create financial report of tenant
7. To create QRIS of tenant

1.4 Significance of the Project

This project is expected to be beneficial for interested parties or related parties, the benefits of this project are:

1. For Authors

The result of this project is to increase knowledge about theory obtained from practical lectures, especially about entrepreneurship, and understanding of the factors that lead to achieving success in doing business or managing events.

2. For entrepreneurs

This project will be a strategic step to increase the profile of the Lapak Kak Ipit and While companies. It is hoped that both businesses can increase public awareness, attract more customers, and build a good reputation. Apart from that, this project provides opportunities for product innovation, expanding market networks, and strengthening its position as a high quality and trusted MSME. It is hoped that support from the community and other entrepreneurs will accelerate business development and sustainability.

3. For Universities

It is hoped that the results of this project can be used as an additional reference for further research on the same topic.

1.5 Time and Place of Project Implementation

The Lapak Kak Ipit tenant is located on Ahmad Yani Street, precisely in front of the Fire Department Office, while the While tenant is located on Hang Tuah Street. The thesis for this expo project was prepared over a period of three months. The expo event was held from May 20 to 22, 2025, for three days at Bengkalis State Polytechnic, involving MSMEs participating in the event.

1.6 Writing Sytem

Systematically the contents are arranged as follows:

CHAPTER I : INTRODUCTION

In this chapter, the author 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 author 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 PROCESESSES OF ACHIEVEMENT

In this chapter, the author will explain the plan with a project diagram, then continue with the implementation plan and implementation process, implementation plan, and project implementation report. Then continue with the schedule and estimated cost incurred during the project period, to the estimated cost of the undergraduate thesis.

CHAPTER IV: RESULTS AND DISCUSSION

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

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

This chapter contains a summary of the results of the writings in the previous chapters written in conclusions as well as suggestions for improvement instead of writing

REFERENCES

APPENDICES

WRITERS BIOGRAPHY