

KINDERGARTEN SCHOOL SINGING COMPETITION AT POLBENG BUSINESS EXPO (CASE STUDY: FINANCIAL MANAGEMENT)

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ABSTRACT

This research explores the financial management process of the Kindergarten School Singing Competition held during the Polbeng Business Expo, focusing on identifying challenges and solutions in managing project finances. The competition aimed to provide a creative platform for children while showcasing the talents of participants. However, the financial aspect posed significant challenges, including limited sponsorship, unexpected costs, and coordination issues among team members. To overcome these obstacles, strategic measures were implemented, such as increasing sponsor engagement through customized promotional packages, preparing a detailed budget with contingency allocations, and ensuring efficient communication between the finance and marketing teams. This case study highlights the importance of proactive financial planning, adaptability, and teamwork in achieving project goals without exceeding the allocated budget. The findings provide valuable insights for managing finances in similar events, ensuring effective resource utilization and successful project execution.

Keywords : Financial Management, Kindergarten School Singing Competition, Event Management