

**POLBENG BUSINESS EXPO (CASE STUDY OF *MARTABAK TELUR MINI
BU EN MSME*)**

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ABSTRACT

This final project entitled “Polbeng Business Expo (Case Study of Martabak Telur Mini Bu En MSMe),” aims to improve the growth and development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, especially in the culinary sector with a focus on Martabak Telur Mini . The project is designed to provide MSMEs with essential resources, including financial support, technical assistance, and business development guidance, to promote their growth in a competitive market. Through the implementation of this project, it is expected that MSMEs will not only gain access to financial resources but also receive the necessary technical support to improve their operational capabilities. In addition, the project is expected to stimulate creativity among students and aspiring entrepreneurs, encouraging innovation and sustainable practices in the business world.

Keywords : *Micro, Small, and Medium Enterprises (“MSMEs”), Financial Support, Technical Assistance, Business Development Guidance.*