

POLBENG BUSINESS EXPO
(Case Study on the Liaison Officer and Business Consultant
Role on MSME : Nii Kutchen Bakery)

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ABSTRACT

The undergraduate thesis titled "Polbeng Business Expo: Case Study on the Liaison Officer and Business Consultant Role on MSME: Nii Kutchen Bakery" explores the significant impact of business expos on the growth and development of micro, small, and medium enterprises (MSMEs) in the region. This study aims to analyze how participation in business exhibitions can enhance the visibility and market reach of MSMEs, thereby contributing to their sustainability and commercial success. Utilizing a comprehensive methodology that includes project preparation, implementation, and accomplishment plans, the research focuses on the specific case of Nii Kutchen Bakery to illustrate best practices and strategies for improving MSME participation in future expos. By showcasing the benefits of participation in such events—ranging from increased brand awareness to improved operational efficiencies—the research underscores the potential of business expos as vital platforms for fostering economic growth and innovation within the MSME sector in Indonesia.

Keywords : Tenant,MSME,Nii Kutchen Bakery,EXPO,Catalog,QRIS