

PROJECT IMPLEMENTATION FACILITATING NAMIYAH GIFTS AT POLBENG BUSINESS EXPO

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ABSTRACT

The Expo is an activity carried out to help students and the community gain knowledge about improving MSMEs through creative economic innovation and the use of the latest promotions. The expo method was chosen because it is easier to realize and more effective in organizing the Polbeng Business Expo. The general objective to be achieved in this final project is to carry out an expo on MSME and carry out various available events. Especially the Author focuses on one MSME that will participate in the Polbeng Business Expo, namely Namiyah Gifts MSME. Finding and determining sponsor and donor criteria, determining promotional tools, knowing the planning and realization of the promotion budget, knowing the obstacles that occur, finding solutions to the obstacles that occur and evaluating activities through questionnaires filled out by participants. The project results show that the technical aspects of the work of the promotion department in carrying out activities are divided into several stages from determining the promotion budget, obstacles that occur, solving the obstacles faced and evaluating the project obstacles faced and project evaluation.

Keywords: Expo, Digital Media, Marketing, Innovation, MSME, Promotion