

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Politeknik Negeri Bengkalis has long stood as a bastion of advanced educational development in Bengkalis, Riau. As part of its commitment to fostering the academic and social growth of its students and the community, the institution will be organizing a culinary and MSME (non-culinary) Expo Project. The culinary and MSME expo project reflects a commitment to introduce a variety of local products and support the development of small and medium businesses. The event will serve as a platform for MSME players to showcase their products, both in the culinary and non-culinary fields. The culinary bazaar that will also be organized is expected to broaden people's knowledge about various regional culinary specialties and unique MSME products.

The tenant chosen to be part of this expo project is Leccata Caffe And Resto, a cafe located on Jalan Antara, Bengkalis, Riau. This cafe has been actively operating for more than a year. The decision to choose Leccata Caffe And Resto as a tenant in this project is based on careful consideration related to the success of this cafe in attracting public interest since its establishment. With a relatively short operational time span, Leccata Caffe And Resto has been able to build a strong reputation in local circles, attracting customers with a variety of offers and services offered. As such, Leccata Caffe And Resto's presence at the expo is expected to contribute significantly to enriching the visitor experience and adding value to the overall event.

The selection of Leccata Caffe And Resto as one of the tenants in this expo was based on several strong reasons. First, having been part of the cafe's work team, I have a deep understanding of the operations and quality of the products offered by Leccata Caffe And Resto. Second, the café has demonstrated a high commitment to customer satisfaction, so it is believed that it can provide a pleasant experience for expo visitors. Third, the coffee drinks offered by Leccata Caffe And Resto can be the main attraction for visitors who want to unwind after traveling around the

expo. Fourth, Leccata Caffe And Resto has become part of my job, so I have a good relationship with the manager and can ensure the cafe's participation in the expo runs smoothly. Fifth, the café's good reputation among the Bengkalis community is expected to attract more visitors to the expo.

Overall, the Culinary and SME Expo Project at Politeknik Negeri Bengkalis aims to create an event that is educational, recreational, and profitable for all parties involved. Through culinary exhibitions and bazaars, as well as non-culinary SME product exhibitions, and other exhibitions, the expo is expected to introduce various local products to the community, and encourage their interest in the business world. With the participation of tenants such as Leccata Caffe And Resto, the expo also aims to provide a more diverse and enjoyable experience for visitors. The success of this expo is expected to set an example for similar events in the future, and support the development of the culinary industry and local SMEs in Bengkalis.

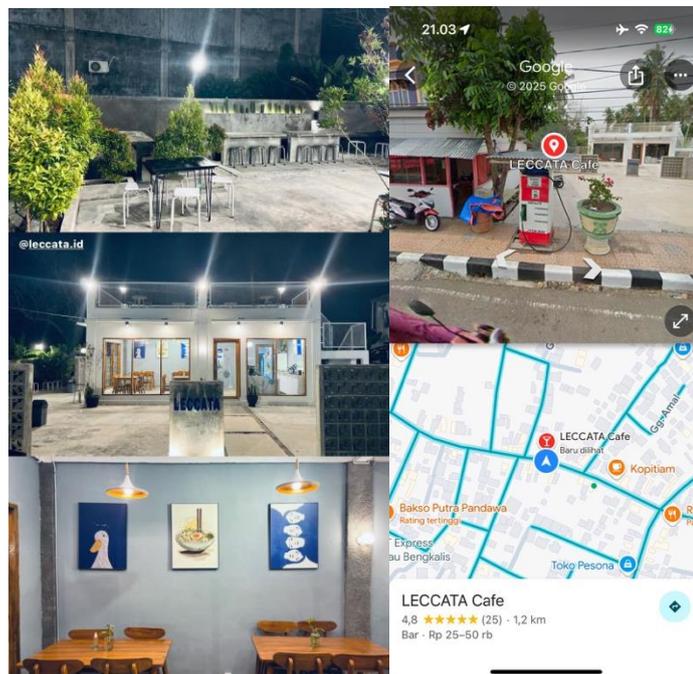


Figure 1.1 Leccata Caffe and Resto Location

Source: *Dokumentation 2024*

Based on the background that has been described, the Author are interested in conducting a study entitled: **“Project Implementation Facilitating Leccata Caffe and Resto At Polbeng Business Expo”**.

1.2 Identification of the Project

Based on the background above, the problem formulation that the author will raise are:

1. How to make the Polbeng Business Expo event a success through participation from MSME Leccata Caffe and Resto.
2. How to carry out MSME Leccata Caffe and Resto operational activities during the Polbeng Business Expo event

1.3 Purpose of the Project

1.3.1 General Purpose

The main objective of this project is to organize Leccata Caffe and Resto at Polbeng Business Expo.

1.3.2 Specific Purpose

The specific purpose of the project in the Polbeng Business Expo Leccata Caffe and Resto are as follows:

1. To Creating 1 Business Profile Leccata Caffe and Resto MSME.
2. To Creating 30 Promotional Video of Leccata Caffe and Resto.
3. To Creating 30 Product Catalog of Leccata Caffe and Resto.
4. To Post Marketing Promotion of Leccata Caffe and Resto.
5. To Assist in Creating Financial Report of Leccata Caffe and Resto.

1.4 Significant of the Project

Everything that is done must have a benefit, while the benefits of the final project “**Project Implementation Facilitating Leccata Caffe and Resto at Polbeng Business Expo**” are as follows:

1. For Authors

This project provides additional knowledge by applying theoretical knowledge gained during practical lectures, especially in the field of entrepreneurship. It also helps in understanding the factors that contribute to success in entrepreneurship or event management.

2. Benefits for Entrepreneurs Actor

This project can assist in enhancing the profile of Leccata Caffe and Resto, making it more recognizable to the public. Additionally, it aids in creating financial reports that can serve as a reference for securing capital for the business owner.

3. For Other Parties

The results of this project can serve as an additional reference for future research on similar topics.

1.5 Place and Time of Project Implementation

1.5.1 Time of Project Implementation

The time and place of implementation of this project is scheduled for October 30-31, 2024 on Wednesday and Thursday and the activity lasted for two days

1.5.2 Place of Project Implementation

This project will be carried out on the State Polytechnic of Bengkalis campus area.

1.6 Writing System

CHAPTER I : INTRODUCTION

This chapter will explain the background, project identification, project objectives, project benefits, place and time of project implementation and the systematics of writing project reports.

CHAPTER II : LITERATURE REVIEW

This chapter will explain the theory that is relevant to the subject of the final project which is divided into 4 previous studies, general theory and special theory of the final project.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS
This chapter will explain the project preparation plan, project implementation plan, project completion plan and project reporting plan

CHAPTER IV : RESULT AND DISCUSSION
This chapter will explain the business profile, project implementation reports, namely: project preparation, project implementation, project completion and financial reports.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS
This chapter will explain the conclusions and recommendations of the project implementation results in the previous chapters.