

**A STUDY ON THE MSME GROWTH OF CAFE PRINT AND ES BUAH
ROSIANA AT POLBENG BUSINESS EXPO CHAPTER II**

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Abstract

This project, entitled “A Study on the MSME Growth of Cafe Print and Es Buah Rosiana at POLBENG Business Expo Chapter II,” was conducted to support and evaluate the growth of local MSMEs in Bengkalis through project-based activities. The project involved two MSMEs, Cafe Print and Es Buah Rosiana, which participated in the POLBENG Business Expo Chapter II. The activities included product promotion, assistance in preparing simple financial records, and support in implementing QRIS as a digital payment system during the expo. The results show that the expo activities had a positive impact on improving the brand visibility and business performance of the MSMEs. In addition, the project provided practical experience for students in supporting local MSME development.

Keywords: *Micro, Small, and Medium Enterprises (“MSMEs”), Business Expo, Promotion, Business Development Guide.*