

POLBENG BUSINESS EXPO

(Case Study On The Liaison Officer And Business Consultant Role On MSME : Bakso Prasmanan Naura)

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ABSTRACT

Expo is an abbreviation of Exposition which means exhibition or display. In general, Expo is defined as a trade fair or trade exhibition. Indonesia is a country that has great potential in the field of micro, small and medium enterprises (MSMEs). The existence of MSMEs cannot be eliminated from today's society. Because MSMEs play a very important role in distributing community income. One of the MSMEs that the author took in this research was Bakso Buffet Naura, meatballs are a processed meat product that is usually served hot and have high nutritional value because they are rich in animal protein which is very necessary for the human body, especially for growth. The buffet concept in selling meatballs provides more flexibility and satisfaction for customers, because they can create flavor combinations that suit their individual tastes.

Keyword : Tenant, Bakso Prasmanan Naura, MSME, EXPO, Liaison Officer