

PROJECT IMPLEMENTATION ON FACILITATING LAPAK KAK IPIT AND WHILE AT POLBENG BUSINESS EXPO CHAPTER II

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ABSTRACT

This project was carried out to support local MSMEs in Bengkalis Regency participating in the Polbeng Business Expo Chapter II. Specifically, the project focused on facilitating Lapak Kak Ipit and While MSMEs to improve their marketing capabilities and business management. The project implementation was based on the concept of an expo as a business promotion medium and the application of MSME marketing and financial management principles. The project activities were conducted through three main stages: preparation, implementation, and evaluation. The preparation stage included designing promotional concepts, producing business profile videos, creating promotional video content and catalogs, and implementing a QRIS digital payment system. The implementation stage involved assisting tenants during the expo, conducting social media promotions using paid content, and recording sales transactions. The evaluation stage included the preparation of financial reports, analysis of sales performance, and documentation of activities. The results indicate that the assistance provided improved business readiness, expanded promotional reach, and helped MSMEs manage marketing and financial activities in a more structured manner.

Keywords : MSMEs, Business Expo, Digital Marketing, Business Facilitation, Bengkalis Regency