

POLBENG BUSINESS EXPO

Project Implementation on Facilitating of Djoeragan Takoyaki and Sate & Lontong Buk Farida Tenants at Polbeng Business Expo Chapter II

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ABSTRACT

This project aims to facilitate the participation of MSME tenants in the activities of Polbeng Business Expo Chapter II, especially Djoeragan Takoyaki and Sate & Lontong Buk Farida, as an effort to support the development of marketing and management of MSME businesses. The implementation of this project refers to the general concept of expo as a medium for business promotion as well as the theory of marketing and financial management of MSMEs. Project activities are carried out through three main stages, namely the preparation stage, which includes tenant surveys, preparation of promotional concepts, creation of promotional videos, catalogs, profile videos, and the provision of QRIS digital payment systems; the implementation stage, which includes assisting tenants during expo activities, implementation promotions through social media with paid content, and recording sales transactions; and the achievement stage, which includes the preparation of financial statements, evaluation of sales results, and documentation of activities as evidence of project implementation. The results of the project show that planned tenant facilitation can increase business readiness, expand the reach of promotions, and help MSMEs in managing marketing and financial activities in a more structured manner. Thus, this project is expected to provide practical benefits for MSME tenants and become a reference for the implementation of similar expo activities in the future.

Keywords: MSMEs, Business Expo, Tenant Facilitation, Digital Marketing, Financial Reports