

# **POLBENG BUSINESS EXPO**

## **(Case Study on the Liaison Officer and Business Consultant Role on MSME “Lempeng Sagu Mak Usu”)**

Name of Student : SITI RATNI WERSI  
Registration Number : 5404211427  
Advisor : Adrian Irnanda Pratama, S.Sos, M.BA

### **ABSTRACT**

This final project entitled “Polbeng Business Expo (Case Study of MSMe's mak usu sago plate)”, aims to improve the growth and development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, especially in the culinary field with a focus on mak usu sago plate. The project is designed to provide MSMEs with essential resources, including financial support, technical assistance, and business development guidance, to foster their growth in a competitive market. Through the implementation of this project, it is expected that MSMEs will not only gain access to financial resources but also receive the necessary technical support to improve their operational capabilities. In addition, the project is expected to stimulate creativity among students and aspiring entrepreneurs, encouraging innovation and sustainable practices in the business world.

Keywords: Micro, Small and Medium Enterprises (“MSMEs”), Financial Support, Technical Assistance, Business Development Guidance.