

**POLBENG BUSINESS EXPO (CASE STUDY ON CITRARASA DURIAN
SELATBARU MSME)**

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ABSTRACT

This final assignment is entitled "Polbeng Business Expo (Case Study on Citrarasa Durian Selatbaru MSME)" which aims to increase the growth and development of Micro, Small and Medium Enterprises (MSME) in Indonesia especially in the Bengkalis specialty food processing sector. This final project is designed to provide essential resources to MSME, including financial support technical assistance, and business development guidance, to encourage their growth in a competitive market. Through the implementation of this final assignment, it is hoped that MSME will not only gain access to financial resources but also receive the technical support needed to improve their operational capabilities. Apart from that, it is hoped that this final project can stimulate creativity among students and prospective entrepreneurs, encouraging innovation and sustainable practices in the business world.

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