

Soft skill Improvement through Business Feasibility Analysis to Minimize Bankruptcy of Micro, Small, and Medium Enterprises

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Abstract

The Community service Entrepreneurship Development Program is intended for students who are interested and are starting a business, but the perpetrators or prospective MSME actors are still having difficulties in literacy and skills to develop businesses so they don't go bankrupt. Thus, many of the MSME actors or prospective MSME actors are confused and even desperate to analyze their business and must use it so that their business develops. The existence of this activity is expected to increase literacy and entrepreneurial skills through lectures and training on Business Feasibility Analysis to Minimize Bankruptcy of Micro, Small, and Medium Enterprises. So that it will produce new MSME actors who are competitive and ready.

Introduction

The development of the business world is moving faster and dynamically commensurate with dynamic human needs. National economic growth is largely determined by every economy that is run in the midst of society in all fields ranging from small-scale industries to large-scale industries.

Business is an activity to sell goods or services either individually or in groups on a regular basis by creating, marketing goods and services for profit or not. Business run by the community is very important because it is able to support the economy of the community itself even in the national economy.

MSMEs are productive businesses owned by individuals and business entities that have met the criteria as micro-enterprises. 20 of 2008 with the criteria of MSMEs which include micro, small and medium enterprises.

Business Feasibility Study) is a field of study on whether or not a business is feasible to run by considering several aspects including marketing, production, finance, management, legal, economic and social aspects.

The target in this entrepreneurship development service program activities are students who are interested and are starting a business who have difficulties in literacy and skills to develop a business so as not to go bankrupt. Students are expected to be able to understand the

importance of carrying out a business feasibility study before starting a new business idea by looking at the aspects -aspects of business feasibility studies such as the stages starting from a business idea, business feasibility study, business plan and business implementation, especially for MSMEs. MSMEs are the pillars of the economy, both the regional economy and the scale of the national economy. This activity is expected to provide motivation for students to be involved in supporting the country's economy by forming new businesses based on MSMEs.

The Community service Entrepreneurship Development Program is intended for students who are interested and are starting a business, but the perpetrators or prospective MSME actors are still having difficulties in literacy and skills to develop businesses so they don't go bankrupt. Thus, many of the MSME actors or prospective MSME actors are confused and even desperate to analyze their business and must use it so that their business develops. The existence of this Community service Entrepreneurship Development Program activity is expected to increase literacy and entrepreneurial skills through lectures and training on Business Feasibility Analysis to Minimize Bankruptcy of Micro, Small, and Medium Enterprises. So that it will produce new MSME actors who are competitive and ready.

Method

Webinar on business feasibility studies in order to motivate and move students as prospective young entrepreneurs to open up insights about the procedures for starting a new business and finding new business ideas that will be run that are oriented towards SMEs. Through this activity, it is hoped that all participants can understand the importance of conducting a business feasibility study before starting a business to find out whether or not a business is feasible or not. Business idea training simulation based on the aspect of a business feasibility study so that students can conduct a business feasibility study first before starting a business.

Results and Discussion

This service was carried out on July 23, 2022. It began with giving out invitations to participants who were on target and providing posters to be distributed to students who have an interest in business or MSMEs so as to make it easier for prospective participants to see the implementation date and the presenters.

Overall activities went well and according to plan. All parties can work well together. The participants were very enthusiastic and actively participated in each session and followed until the end of the activity. The implementation of activities takes place as follows:

Session I: Opening and Introduction

This activity began with an opening by the MC as well as the moderator of this event, namely by Sister Aulia Nurafina, a student of the UST Management Study Program. Then, it was continued by giving material delivered by Mrs. Nur Anita Chandra Putry, S.E., M.Sc., AK., CA. with the title Business Feasibility Analysis material.

Session II: Opening Insights About Softskill Improvement Through Business Feasibility Analysis to Minimize MSME Bankruptcy

In this session, the second speaker was Alfiatul Maulida, S.E., M.M. conveyed about how important it is to understand soft skills that need to be improved through business feasibility analysis to minimize MSME bankruptcy.

Session III : Discussion on Business Ideas and Procedures for Minimizing Business Bankruptcy

After that, a discussion session was opened where a question and answer session was held. The participants were very enthusiastic in seeking deeper information from the presenters. This activity is also uploaded to YouTube.

Session IV: Closing and Review

This session was guided by Aulia Nurafina, a student of the UST Management Study Program, to review the reviews submitted by resource 1 and resource 2. Some activity documentation is presented in the following pictures:



Figure 1. Delivery of Material by the Speaker



Figure 2. Delivery of Material by the Speaker

The stages of implementing community service activities that have been carried out so far are at the stages:

1. Webinar on business feasibility studies in order to motivate and move students as prospective young entrepreneurs to open their horizons about how to start a new business and find new business ideas that will be run that are oriented to MSMEs. Through this activity, it is hoped that all participants can understand the importance of conducting a business feasibility study before starting a business to find out whether or not a business is feasible or not. A business idea training simulation based on the aspect

of a business feasibility study so that students can conduct a business feasibility study first before starting a business.

2. Through training in the entrepreneurship development service program activities, participants can train participants as prospective young entrepreneurs to find new business ideas oriented to MSMEs and how important it is to understand soft skills that need to be improved through business feasibility analysis to minimize MSME bankruptcy.

Conclusion

Based on the discussion in previous chapters related to the business feasibility study analysis webinar and improving soft skills through business feasibility analysis to minimize the bankruptcy of MSMEs, it can be concluded that:

1. With the implementation of this entrepreneurship development service program, it is hoped that all participants as prospective young entrepreneurs can be motivated to start becoming entrepreneurs, especially in MSMEs so that they can indirectly provide awareness to students as the younger generation to take part in supporting the regional and state economy. .
2. Provide insight and knowledge to students as prospective young entrepreneurs about improving soft skills through business feasibility analysis to minimize MSME bankruptcy.

References

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