

Business Management Assistance For Small Micro Enterprises (Msmes), And Entrepreneurial Strategies In The Barangay San Isidro Area, Rodriquez Rizal Philippines

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Abstract.

This International Community service aims to conduct service activities for lecturers in collaboration with international parties. In this case, the Faculty of Economics and Business, University of 17 August 1945 Surabaya, collaborates with the College of Business Administration Adamson University Manila, Philippines. This activity conducted business management assistance, product/service marketing strategies, managing finances for small micro enterprises (MSMEs), and entrepreneurial strategies in the Barangay San Isidro area, Rodriquez Rizal Philippines. MSMEs in this area had effortless management, which applied no business management, even though the business competition is tight here. Given the importance of this, Adamson University Manila Philippines took the initiative to provide assistance and training on business management in collaboration with lecturers from the University of 17 August 1945 Surabaya. Assistance and training activities were carried out for 16 hours on May 11 and 13, 2023. After the activities were carried out, the participants were very enthusiastic. They tried hard to manage the business by implementing proper management and marketing strategies, such as presenting their products well and offering goods to customers. Some have even dared to provide delivery services so that their turnover has increased and the business becomes more successful.

Keywords: Business Management, Marketing Strategy, Managing Finance and Business Improvement.

I. INTRODUCTION

Internationalization is essential to keep up with the development of globalization. Therefore, international activities must be carried out to implement Tri Dharma in Higher Education, namely education and teaching, research, and community service. University of 17 August 1945, Surabaya has carried out various activities such as lecturer exchanges, research, writing books, and, this time, community service. We carried out this community service activity on May 11 and 13, 2023, by accompanying and providing training to small and micro businesses in Barangay San Isidro, Rodriguez Rizal, Philippines, approximately 100 km from Manila City and a distance of about 2 hours from the City of Manila by car. Approximately thirty-four MSMEs are engaged in various businesses; such as selling food, vegetables, fruits, and homemade snacks. MSMEs in Barangay San Isidro have limited management capabilities considering they only sell on the spot and manage finances as is, namely without separating household money from business money as MSMEs in Indonesia, so it is indispensable to provide assistance and training to MSMEs about how to market merchandise and also carry out and make financial reports even for their interests so that they know how profitable they are in their business. Most MSME actors in Indonesia and the Philippines need more business management knowledge.

Generally, they only apply management if all the work is done by themselves. Management processes ranging from marketing, production, and human resources to finance are handled independently (Practical, 2005). The management aspect, which consists of production management, marketing, finance, and human resources, has yet to be considered. In production, they need to enhance their knowledge on improving quality, increasing innovation, and creativity to compete. Marketing activities are indeed crucial for MSMEs. The success of MSMEs must be distinct from the marketing strategy used; the business will be able to run and develop well if the right strategy is applied. MSMEs' product marketing strategies are needed, but many MSMEs still need to be spontaneous with a definite strategy. These MSME business people generally do not want to mess around with all the complicated planning, so they prefer a flexible MSME product marketing strategy. That is because they want to spend on something other than marketing costs due

to limited budgets, so entrepreneurs must find effective ways to market their products or services with marketing costs that are as they are or do not incur costs.

A product marketing strategy for SMEs requires the following things (Zahir DM, 2019):

1. Marketing is used to introduce MSME products produced to consumers, starting from materials, features, functions and various product details.
2. Identify consumer desires. Research on the marketing strategy for MSMEs products needs to be done to determine consumers' desires and behavior. So, entrepreneurs can quickly meet their consumers' expectations through their products.
3. Marketing becomes the lifeblood of MSMEs.
4. With a good SME product marketing strategy, sales targets will be easier to achieve.
5. Building branding. In general, consumers will choose products that they have used before. To create product awareness, try to improve the brand and build the brand image from now on.
6. Create communication or good relations with consumers. Having a good relationship with consumers is very important to do. Thus can control customer retention so they become loyal consumers and do not easily turn to competitors.
7. Maintain Business Growth. This has been done for the long term. Long-lasting businesses are determined by brand strength, ongoing marketing communications, and product quality.

Small and medium-sized enterprises often struggle with financial management, particularly when it comes to financial planning, bookkeeping, and cash flow management. This can lead to confusion and chaos, as personal and business finances are not properly separated and business profits are not accurately tracked on a periodic basis. (Yustini, 2022)

Partners Issues

To ensure that appropriate solutions were provided, a team of lecturers at Adamson University Manila conducted a survey to identify the challenges faced by their foster partners. The activities of the Community Services Program were planned in advance through coordination between the lecturers, the Adamson University Manila Research and Community Service, and their foster partners. The objective of this coordination was to select activities that could help partners overcome their challenges. The current challenges are as follows:

1. There needs to be a proper understanding of business management.
2. The sales of MSME partners are still meager, so an increase is needed.
3. There is no bookkeeping and separation of money between personal/household money and money used for business, and no kept financial books.
4. wish
5. There needs to be an understanding of how to become a successful entrepreneur.
6. Management business is yet to be like planning, organizing, administering, and evaluating.

Based on the conditions and situations faced by MSMEs who join the "Integrated Community Extension Services," a solution is needed so that their business can run smoothly. For this reason, several solutions for activities that have been carried out are to provide assistance and training in the following fields:

1. So that MSMEs that join the "Integrated Community Extension Services" can increase their sales, assistance and training are provided on business management such as planning, organizing, administering, and evaluating achievement.
2. Provide training on Marketing strategy.
3. Provide an understanding of managing finances and separating personal money from business money
4. Provides about successful entrepreneurial strategies

II. IMPLEMENTATION METHODS

Table 1 shows the activity method to realize the solutions offered. Community Service activities are carried out to increase sales of MSMEs who join the "Integrated Community Extension Services" at Barangay Isidro, Rodriguez Rizal, Philippines. They are partners of the College of Business Administration,

Adamson University Manila Philippines so that together they carry out community service by providing assistance and training in the field of business management, mentoring and providing training on marketing strategy, financial management, and financial bookkeeping, and how to do successful entrepreneurship.

Table 1. Activity Methods That Have Been Done

No	Activity	Result Indicator
1	Implementation Coordination between the team from Adamson and the assisted MSMEs in "Integrated Community Extension Services" at Barangay Isidro, Rodriguez Rizal Philippines	Agreement on activity plans and forms of partner participation
2	Training on product marketing strategies (by the Team from Adamson University and the Team from UNTAG Surabaya)	Partners will develop their knowledge and skills in product marketing strategies. Partners gain understanding and practice in product marketing strategies.
3	Training on Managing Finance and Financial Bookkeeping (by Team from Adamson University and Team from UNTAG Surabaya)	Partners will improve their understanding and skills in managing finances and bookkeeping through practice.
4	Training on Successful Entrepreneurial Tips by the Team from Adamson University	Partners understand and practice entrepreneurial tips for success.
8	Management Assistance ((by Team from Adamson University and Team from UNTAG Surabaya)	Partners Able to Manage the business properly,
9	Creating Report	PKM reports and compiling scientific articles
10	Evaluation monitoring (By a Team from Adamson University Manila)	Obtained the results of monitoring evaluation

The participation of partners in implementing this program is to prepare training and mentoring places located at Highschool San Isidro, Rodriguez Rizal, Philippines, and Partners play an active role in every training that is programmed and can implement the results of the training.

III. RESULTS AND DISCUSSION

The Community Services Program's activities were planned in advance through coordination between the lecturers from Adamson University Manila, the Adamson University Manila Research and Community Service, and their foster partners. The initial coordination aimed to identify activities that could help partners overcome their problems. Based on the coordination results, they decided to conduct a PKM activity to assist partners in business management and marketing strategies, financial management, financial bookkeeping training, and tips for successful entrepreneurship.

HERE ARE THE ACTIVITIES THAT HAVE BEEN COMPLETED.

The activity was conducted by holding mentoring and training on business management. For the first time, it began with an opening ceremony by the Dean College of Business Administration, Adamson University Manila, Philippines, Dr. Ruben M. Nayve, Jr., as seen in figure 1.



Fig 1. Opening by Dean Dr. Ruben M. Nayve, Jr.

At the mentoring and training event, held at Adamson University in Manila, Dr. Ruben M. Navey Jr. from the Dean College of Business Administration addressed 34 MSME participants, 8 Adamson University lecturers, 2 lecturers from Untag Surabaya, and 2 administration officers (as shown in Figure 2). He emphasized that Adamson University supports these UMKM and offers guidance and assistance to help participants improve their welfare.

In figure 3, 34 UMKM participants were mentored and trained by 8 lecturers from Adamson University Manila Philippines and 2 lecturers from the University of 17 August 1945 Surabaya.

Fig 2. Lecturers and Administrators



Fig 3. Training Participants



The Dean of the College of Business Administration at Adamson University Manila opened the event, followed by several lecturers who provided training on business management. They explained that business management involves planning, organizing, actuating, and controlling. To plan effectively, it's important to answer the 5 W and 1 H questions: What, Why, Where, When, Whom, and How. Long-term, medium-term, and short-term goals help answer the "Why" question, while determining strategic locations that are easily accessible to customers answers the "Where" question. When targets can be achieved and business activities are growing, the next question to answer is "Who," which involves organizing employees to carry out activities following their job descriptions.

Fig 4. Training in Business Management



This PKM activity aims to provide comprehensive training on Business Management, with a special focus on marketing strategies for successful businesses. Figure 5 features resource persons who provide training on the 4P's of marketing strategy: Product selection and quality, Packaging that attracts buyers, Place selection for easy accessibility, and a competitive Price that offers bonus discounts for large purchases. The final P is Promotion, where participants will learn simple and effective ways to generate interest in the product and encourage purchases. By participating in this training, individuals will gain valuable insights and acquire the necessary skills to enhance their marketing expertise and drive business success. The training included lessons on proper financial management for businesses, such as bookkeeping and financial reporting. Dr. Sumiati, MM. from Untag Surabaya provided insights on financial management, emphasizing the importance of keeping financial records and separating personal and business finances for continuity. Additionally, the training covered entrepreneurship tips with materials from Adamson University Manila, Philippines, as seen in Figure 6.



Fig 5. Marketing Strategy Training



Fig 6. Training on Tips for Entrepreneurial Success

IV. CONCLUSION AND SUGGESTIONS

The Community Services Program, also known as the Partnership for the Community (PKM), is a collaboration between the Faculty of Economics at the University of 17 August 1945 in Surabaya, Indonesia, and the College of Business Administration at Adamson University in Manila, Philippines. The program aims to provide community service to MSMEs who are a part of the "Integrated Community Extension Services" in Barangay Isidro, Rodriguez Rizal, Philippines. Because these MSMEs share similar characteristics with MSMEs in Indonesia, they are provided with assistance and training in business management. Eight lecturers from Adamson University and two from the University of 17 August 1945 Surabaya oversee the program, providing training in Business Management, Marketing Strategy, and Managing Finance. The training enables MSMEs to manage their businesses effectively, pay attention to their products and selling locations, and keep their finances separate from household expenses through financial bookkeeping. As a result, they can understand their profits and losses, and their businesses have improved, resulting in a clearer financial position.

Suggestions

Based on the conclusions above, The Community Services Program, also known as the Partnership for the Community (PKM), is a collaboration between the Faculty of Economics at the University of 17 August 1945 in Surabaya, Indonesia, and the College of Business Administration at Adamson University in Manila, Philippines. The program aims to provide community service to MSMEs who are a part of the "Integrated Community Extension Services" in Barangay Isidro, Rodriguez Rizal, Philippines. Because these MSMEs share similar characteristics with MSMEs in Indonesia, they are provided with assistance and training in business management. Eight lecturers from Adamson University and two from the University of 17 August 1945 Surabaya oversee the program, providing training in Business Management, Marketing Strategy, and Managing Finance. The training enables MSMEs to manage their businesses effectively, pay attention to their products and selling locations, and keep their finances separate from household expenses through financial bookkeeping. As a result, they can understand their profits and losses, and their businesses have improved, resulting in a clearer financial position.

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