

# Developing a Business Model for Beginner Entrepreneurs for “Simalungun Maju”

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## Abstract

In the era of globalization and rapidly changing technology, the role of entrepreneurship is increasingly important to create innovation, create jobs, develop infrastructure, and improve people's welfare. In the Indonesian economy, entrepreneurship can be one of the answers to encourage economic growth. This is because the economy of the Republic of Indonesia is now in the shadow of weakening purchasing power, which is influenced by rising interest rates and high inflation. For this reason, by continuing to increase entrepreneurship through the right policies and a conducive business environment, it is hoped that employment will be more wide-open, increase people's income and ultimately contribute to public consumption, thereby promoting sustainable and inclusive economic growth in Indonesia. This is the basis for community service activities in the form of business model development training for beginner entrepreneurs to be carried out. Located in three different sub-districts in Simalungun Regency, namely Bandar, Bosar Maligas and Bandar Masilam Districts, with the target of getting participants who will later be included in the advanced fostered members.

Keyword: Business Model; Beginner Entrepreneurs and Simalungun.

## A. INTRODUCTION

In developed or developing countries, entrepreneurship has become one of the ways to achieve community welfare. Entrepreneurship is also often used as the main driver or engine of economic development. In the era of globalisation and rapidly changing technology, the role of entrepreneurship is increasingly important in creating innovation, generating jobs, developing infrastructure, and enhancing people's welfare. Entrepreneurship in the World Bank report is an important contributor because it represents 90% of the business world and more than 50% of jobs worldwide, and has even contributed 40% of Gross Domestic Product (GDP) in developing countries.

In the Indonesian economy, entrepreneurship can be one of the answers to encourage economic growth. This is because the economy of the Republic of Indonesia is now in the shadow of weakening purchasing power, which is influenced by rising interest rates and high inflation. Based on data from the Central Statistics Agency (BPS), Indonesia's economy in the first quarter of 2024 grew by 5.11 per cent year-on-year. The GDP expenditure structure is still dominated by household consumption with a portion of 54.93%, investment (Gross Fixed Capital Formation/PMTB) 29.31%, exports of goods and services 21.37%, government consumption 6.25%, and non-profit institutions serving households (LNPR) 1.43% (Khamimah, 2021).

For this reason, by continuing to increase entrepreneurship through the right policies and a conducive business environment, it is hoped that employment will be more open, increase people's income and ultimately contribute to public consumption, thereby promoting sustainable and inclusive economic growth in Indonesia.

To understand the correct management of the business, it is necessary to have a minimum mastery and understanding of the concepts of leadership styles, organisational communication and organisational culture. It is necessary to understand the reasons why one entrepreneur can be more resilient than others, and what we can gain from learning about it. The key is in the "work ethic", which is a strong and deep belief in the essential value of the work it is engaged in. A person with the belief that his efforts are fully meaningful to his life will fight harder to succeed. Unlike someone who considers his business just an alternative to making money, if he encounters difficulties, he quickly leaves it to look for a new, easier alternative.

In this regard, this training is focused on understanding the concept and values of entrepreneurship that can be applied in the business world, and the development of entrepreneurial elements, as well as the process of transforming the entrepreneurial spirit in economic and teaching activities. The training materials are formulated as follows:

- a. Definition of Entrepreneurship and Entrepreneur
- b. Entrepreneurial Values in Business Organisations
- c. Entrepreneurial Competency Development
- d. Stages in Business Licensing
- e. Developing a Business Plan

## **B. ACTIVITY OBJECTIVES**

This beginner entrepreneur training activity is conducted to enhance entrepreneurial skills and is aimed at increasing the scale of small businesses to support production and processing, human resources, marketing design, and technology. This initiative was launched by the Simalungun Regency Small and Medium Business Cooperative Office. Additionally, this training serves as a starting point for the Simalungun Regency SME Cooperative Office and business actors to be guided towards partnering with businesses operating in the Sei Mangkei Special Economic Zone (SEZ) later.

## **C. METHOD OF ACTIVITY**

### **a. Venue of Activities**

This training was conducted across three sub-districts: Bandar District, Bandar Masilam District, and Bosar Maligas District. This particular sub-district was selected as the initial pilot area; if the training proves successful, the development of an entrepreneurial incubator will be pursued. In Bandar District, the activity took place at the Green Star Park Hotel and Resort, while in Bandar Masilam District, it was held at the Nagori Panombean Baru Building. The training in Bosar Maligas District was carried out at the Nagori Hall Building.

### **b. Activity Time**

This training activity is carried out from the day, date: Tuesday-Thursday, July 8-July 10, 2025 from: 09.00 – 16.00 WIB.

### **c. Stages of Implementation of Activities**

#### **Day 1**

The training was opened with a warm welcome from the Head of the SME Cooperative Office of Simalungun Regency, Marulitua Tambunan S.E., M.Si. Then followed by a presentation by the resource person delivering material on the definition of Entrepreneurship and Entrepreneurs, Entrepreneurial Values in Business Organisations. **The objectives of the learning activity:** 1) participants can explain the concept of entrepreneurship, 2) explain the meaning of entrepreneurship, 3) the relationship between entrepreneurship and the business world and the values that need to be instilled in the business world. To achieve this goal, let's look at the following material: concept and definition of entrepreneurship.

No nation is prosperous and appreciated by other nations without economic progress. Economic progress will be achieved if there is a strong entrepreneurial spirit among the citizens. China is both a concrete and a close example. After holding a grand party at the 2008 Olympics that astonished many people some time ago, they again made the world laugh with the success of their astronauts walking in space. And now, the world is waiting for China to intervene to help overcome the global financial crisis. Without economic progress, of course, all of this is impossible for China to do. One of the factors of China's economic progress is the entrepreneurial spirit of its people, which is fully supported by its government. China, South Korea, and India are increasingly successful in flying their products as their national flags on the global stage. The business of multinational corporations continues to be in the country, while national entrepreneurs and corporations have not yet owned a single global branded product, except for being known as suppliers of low-value-added primary commodities.

Developed countries generally have more entrepreneurs than developing countries. The United States, for example by 2024, there will be around 31 million entrepreneurs in the United States, accounting for about 16% of the workforce. This number shows that the United States has significant entrepreneurial potential, with many people actively involved in starting and running businesses. Even in the small country of Singapore, there are around 7.2 per cent of Singaporeans who are entrepreneurs, so the country is advanced.

By February 2025, the number of startup entrepreneurs in Indonesia will reach 53.38 million people, equivalent to 34.88% of the total national workforce. This number increased by 1.83 million people or grew 3.5% compared to February the previous year. This increase marks a new record high for the number of startup entrepreneurs in Indonesia. However, it should be noted that most entrepreneurs in Indonesia are still classified as beginners. In detail, the data shows: Beginner Entrepreneurs: 53.38 million people, Established Entrepreneurs: 5.13 million people. Total Entrepreneurs: 58.51 million people (beginners + established).

To become a developed country, Indonesia needs an increase in the entrepreneurship ratio, ideally reaching 12-14% of the total population. Currently, Indonesia's entrepreneurship ratio is still below that of neighboring countries such as Malaysia and Singapore.

Some entrepreneurs in Indonesia who have tasted a lot of the salt and sour of life such as Ciputra, Sofian Wanandi, Arifin Panigoro but also the current generation of young people, such as Rachmat Gobel and Anindya Bakrie. They are also shocked to see the slow rise of entrepreneurship among young people themselves.

Indonesia's rich and complete condition when compared to other countries, even since the colonial era has been known by nations in the world is the main reason why entrepreneurship is important to become a business focus and become a leading sector of the Indonesian economy, the third largest cocoa producer in the world, but not the leading chocolate producer. Switzerland, which does not have land to grow cocoa, has become a leading producer of chocolate. The Japanese do not have excessive natural resources, but this country is like a giant factory that supplies the needs of people around the world. All of this is due to the strong entrepreneurship of the community.

The problem is also on the other side, namely the vague vision and low commitment of bureaucrats and public policy makers about the importance of building the entrepreneurial spirit of the community, especially among young people (Bondan and Farikah, 2017). Entrepreneurship can only rise when it is given fertile land to sow seeds, nurtured, protected, and defended its interests. With the power of capital, technology, and human resources at their disposal, they will continue to use all their power to expand and suck wealth in the underdeveloped or developing countries where they operate.

To compensate for the increasing octopus of multinational corporations, none other than building the entrepreneurial spirit among Indonesia's new people as aggressively as possible so that more business actors are born, and the growth of new healthy and resilient corporations. Therefore, to accelerate the growth of entrepreneurship in the country, there must be serious efforts to create people who are able to take advantage of existing opportunities and create jobs for themselves and for others. Educational institutions must be able to play a greater role to foster the spirit of entrepreneurship and form people who are resilient to all the difficulties faced to build independence (Hariadi, Candra and Soesante, 2019).

Without all of that, Indonesia will only become a big market for the nation's products and foreign corporations. Wealth in the form of potential natural resources will be enjoyed more by other nations, while the nation itself is quite satisfied with consuming the work of other nations. His human skills in terms of producing world trade commodities are also undoubted. However, all of this can be left a memory in the midst of the current of global capitalism that prioritizes the superiority of capital, technology, and human innovation, which is now the weakness of this nation. Listening to the questions presented above, we need to explore what the entrepreneurial spirit really is.

#### **a. Entrepreneurship Concept**

Before explaining entrepreneurship theory, it is first necessary to understand the meaning of "theory". We usually use theory to explain a phenomenon. The phenomenon that will be explained here is the presence of *Entrepreneurship* which has a great contribution to economic development. The theory consists of concepts and constructs. A theory is "a set of interconnected constructs (concepts), definitions, and propositions" that shows a systematic view of a phenomenon by detailing the relationships between variables, with the aim of explaining and predicting the phenomenon. Let's take a look at some of the theories that explain and predict the phenomenon regarding entrepreneurship. Theoretically, the company is a technological term, where management (individuals) only know the company's costs and revenues and only performs mathematical calculations to determine the optimal value of the decision variable. So individuals only act as "passive calculators" whose contribution to the company is relatively small (Anshar *et al.*, 2021).

Joseph Schumpeter sought to investigate the dynamics behind economic changes that he observed empirically. Long story short, he finally found the explanatory element or cause and effect called "*Innovation*". And the economic actors who bring these innovations are called *Entrepreneur*. So *Entrepreneur* are economic actors who will make changes (Sumiyat, 2015).

Economic problems actually include the social mobilization of hidden (not yet publicly known) knowledge that is fragmented and dispersed through the interaction of *the activities of entrepreneurs* during the day. There are two main concepts that we need to pay attention to, namely hidden knowledge (other people don't know yet), and entrepreneurship. In essence, the social mobilization of knowledge occurs through entrepreneurial actions. An *entrepreneur* will direct his efforts to achieve profit potential and thus they know what they may or may not do. So it means that an *entrepreneur* must always know new knowledge (or information) (which many people do not know yet). And the new knowledge or information is used to gain profits. Isn't it also possible to get new knowledge, information, and even technology with innovation?

The term *entrepreneurship* was first introduced in the early 18th century by the French economist, Richard Cantillon. According to him, an entrepreneur is an "*agent who buys means of production at certain prices in order to combine them*". Not too long ago, another French economist, Jean Baptista Say, added Cantillon's definition with the concept of entrepreneur as a leader. Say states that an entrepreneur is someone who brings others **together to build a productive organisation**.

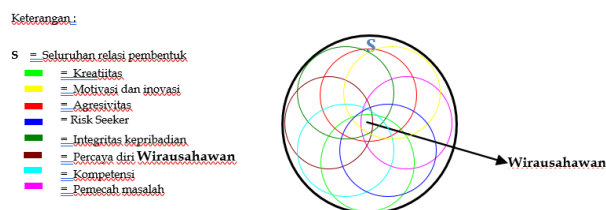
The characteristics possessed by an entrepreneur meet the requirements for competitive advantage for a company/organisation, such as innovative, creative, adaptive, dynamic, the ability to integrate, the ability to take risks for the decisions made, integrity, fighting power, and a code of ethics to realize the effectiveness of the company/organisation. The following is a profile of an entrepreneur:

**Table 1. Profile of an Entrepreneur**

Profile Characteristics	Characteristics of Outstanding Entrepreneurs
High performance	Members to earn achievements
Risk-takers	They are not afraid to take risks but will avoid high-risk when possible.
Troubleshooter	They are responsive to recognize and solve problems that may hinder their ability to achieve their goals.
Status finder	They do not allow the need for status to interfere with their business mission.
High energy levels	Dedication and <i>workoholic</i> for the sake of success.
Confident	High level of <i>confidence</i> .
Emotional bonding	Separating emotional connection from career.
Personal Satisfaction	Favoring high complexity with low formalization

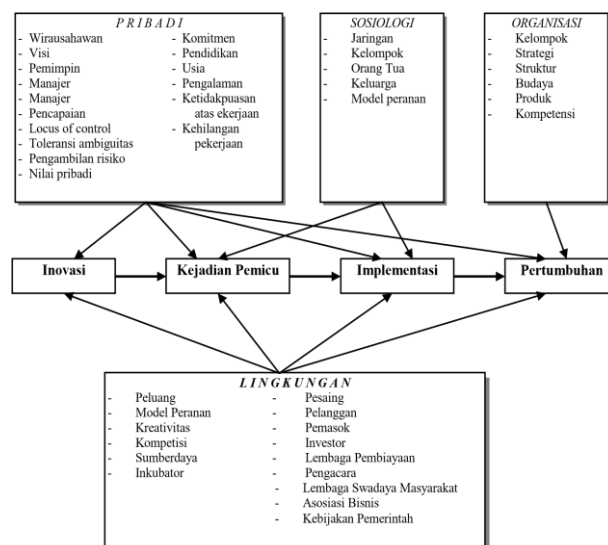
Source: (Rye, 1996)

Thus, an entrepreneur knows the various functions related to managing a company/organisation, such as management, finance, marketing, production, operations, human resources, organisation and institutional functions. An entrepreneur is a person who is achievement-oriented and believes that they master their own abilities.



Source: (Rye, 1996)

**Fig 1. Relationship of Entrepreneurial Formation Factors**



Source: (Rye, 1996)

**Fig 2. Entrepreneurial Process**

Entrepreneurial development has received full support from many parties, including scholars and *decision makers* in development. The existence of Presidential Instruction No. 4 of 1995 concerning the national movement to socialize and cultivate entrepreneurship, reflects great attention to entrepreneurship development. It is urgent to optimize these comparative advantages so that they become a "weapon" to achieve a competitive advantage. Don't let this comparative advantage backfire.

### Entrepreneurial Values in Business Organisations

There are the characters that are most needed to support the emergence of an entrepreneur who has the opportunity to succeed, namely:

- a. Drive, such as initiative, enthusiasm, responsibility, perseverance and health.
- b. Thinking *ability*, such as original, creative, critical and analytical ideas.

- c. Competence in human relations, such as sociability, having a stable emotional level (high EQ), friendliness, cheerfulness, cooperation, consideration, and tactfulness, a person's ability to interact, communicate (interpersonal skill).
- d. Able to convey their ideas (communication skills), such as being open and able to convey messages orally (speaking) or writing (memo).
- e. Technical knowledge, such as mastering the production process or the service it is in, and knowing where to get the necessary information from.

The secret veil of entrepreneur success consists of three main elements, namely:

- a. Motivation, which is the desire to be a useful figure for society through work achievements as entrepreneurs.
- b. Knowledge, which is the desire to continue learning so as not to become obsolete in the changing situation of business competition.
- c. Living, which is the desire to succeed supported by careful planning that is prepared realistically according to the needs of facing competition and the ability to implement it.

That secret apparently activates the ability of a person who is interested in becoming a strong entrepreneur. From the characters and key factors of a person's success as an entrepreneur, it has given birth to business leaders with high personalities. Personality types of businessmen that can be used as study materials include:

- a. *The Improver*, which is a leader who has a personality in running an organisation by highlighting the *improver style*, aka always wanting to improve. *Improver* has a solid ability to run the wheels of the organisation, and they also have high integrity and ethics. However, leaders like this sometimes tend to be perfectionists and overly critical of their subordinates.
- b. *The Advisor*, a leader who is willing to provide a high level of assistance and advice to his clients. *The motto* of this *advisor* is that his subordinates are right and leaders must do everything to please their subordinates. However, what must be watched out for is that an *advisor* can be too focused on the needs of the organisation alone, so that they tend to ignore their personal needs.
- c. *The Superstar*, that is, the leader who is surrounded by the charisma and high energy of the Superstar. Leaders with this kind of personality usually build their organisations with their own *personal brand*. The disadvantage of this type of leader is that they can be too competitive and *workaholics*.
- d. *The Artist*, which is a leader personality who likes to be alone but has high creativity. They are usually often found in businesses that require creativity such as in advertising agency organisations, *web design*, and others. The downside of this type is that it can be overly sensitive to customer responses, even if their criticism is constructive.

An entrepreneur has a special sensitivity to opportunities created through innovation breakthroughs to gain *added value*. He never waits for opportunities to arise, but creates opportunities from observant observation of change, which can be applied systematically in concrete actions in the form of products or services that people need. *Be because of experiencing*. Almost the same as martial arts or other skill professions, entrepreneurship is more appropriately referred to as the art of entrepreneurship because in addition to science, it requires a lot of practice to be able to master the tips correctly. That is why there is an assumption that the "science" of entrepreneurship is derived as a talent, learned from childhood from experiences that began as an apprentice. In many cases, there are also many that are gained from the experience of having worked in a certain field of activity, then finding success tips and daring to start their own business.

Of the many cases people who become entrepreneurs, because of their "courage" to try it happens for many reasons. Whether it is because they are used to their business environment from family experience, studying or being "forced" to become an entrepreneur through a challenging struggle to face natural selection. Whatever the reason, if one has "become" or "done", then one will try to continue to learn from his experience to become better.

## Day 2

The second day of training continued by explaining the stages of licensing and assisting the trainees in registering to obtain a Business Identification Number.

Business Identification Number (NIB) is: the identity of a business actor in the context of carrying out business activities according to their business field. Launch of Risk-Based OSS by the President of the Republic of Indonesia (August 9, 2021). Coverage of 16 Business Licensing Sectors and 18 Ministries/Institutions.



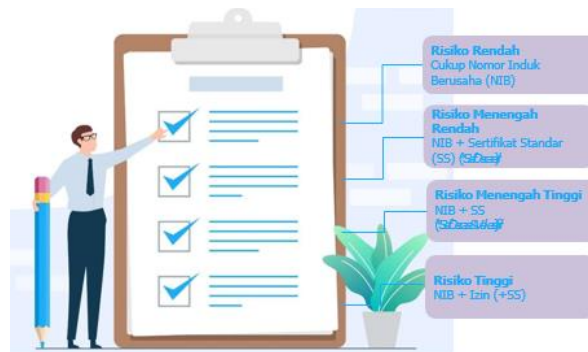
Source: Government Regulation No. 24/2018 concerning Electronically Integrated Business Licensing Services (<https://setkab.go.id/inilah-pp-no-242018-tentang-pelayanan-perizinan-berusaha-terintegrasi-secara-elektronik/>)

**Figure 3. Ministry of Licensing**

The authority to issue business licenses in all sectors is delegated to the Ministry of Investment/BKPM and its issuance through the OSS System, including certainty in obtaining investment facilities.

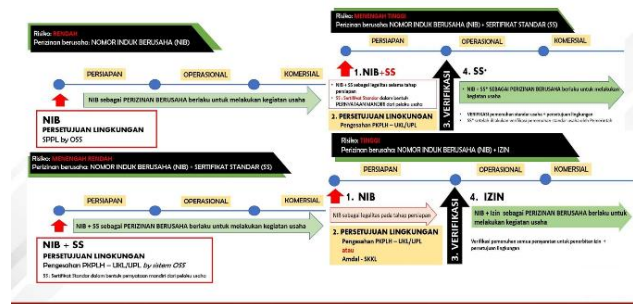
### OSS System Integration with K/L System

The Risk-Based OSS system has been integrated with the following K/L systems and continues to accelerate the integration process with other K/L systems: The Licensing Process of business activities is changed from permit-based to risk-based



**Figure 4. Risk-Based Business Activities**

Source: Training Module, 2025



**Figure 5. Stages of Registering for Licensing**

Source: Training Module, 2025

To obtain an NIB, the perpetrator businesses must register through OSS “Online Single Submission” Republic of Indonesia. Electronically Integrated Business Licensing Services via link <https://www.oss.go.id/>. The conditions that can apply for NIB via OSS are

1. Individual
2. Limited Liability Company
3. Public Company
4. Regional Public Companies
5. Other Legal Entities Owned by the State
6. Public Service Agency
7. Broadcasting Institutions

8. Business Entities established by the Foundation
9. Cooperation
10. Confederation of Commanditers or CV (*Commanditaire Vennootschap*)
11. Partnership (*Vennootschap Onder Firma*)
12. Civil Federation.

#### Conditions that must be prepared by business actors

Before creating an OSS account, business actors can prepare the following documents:

1. Have a NIK and Whatsapp Number and then input it in the process of creating an OSS user-ID (For Individual Business Actors)
2. Especially for business actors in the form of business entities, the Population Identification Number (NIK) required is the NIK of the Person in Charge of the Business Entity.
3. Business actors in the form of PTs, business entities established by foundations, cooperatives, CVs, firms, and civil partnerships complete the process of legalizing business entities at the Ministry of Law and Human Rights through AHU Online, before accessing OSS.
4. Business actors in the form of public companies and regional public companies, other legal entities owned by the state, public service agencies or broadcasting institutions prepare the legal basis for the formation of business entities.
5. Email and Mobile / WA Number Active

#### Business Criteria

Micro and Small Enterprises (MSEs) are types of businesses owned by Indonesian citizens, both individually and business entities, with certain criteria that distinguish them from medium and large businesses. MSEs have an important role in the Indonesian economy, especially in labor absorption and economic equity. Micro Enterprises are enterprises with a maximum business capital of IDR 1 billion (excluding land and buildings where the business is located) and an annual turnover of at most IDR 2 billion. Small Businesses are businesses with a business capital of between IDR 1 billion to IDR 5 billion (excluding land and buildings where the business is located) and an annual turnover of more than IDR 2 billion to IDR 15 billion.

Risk-based business licensing is a licensing system whose issuance is based on the level of business risk and activities. This system aims to simplify the licensing process and improve the ease of doing business, with supervision tailored to the level of risk of each business.

TINGKAT RISIKO	Risiko Rendah (R)	Risiko Menengah Rendah (MR)	Risiko Menengah Tinggi (MT)	Risiko Tinggi (T)
PERIZINAN BERUSAHA	Nomor Induk Berusaha (NIB)	1) Nomor Induk Berusaha (NIB) 2) Sertifikat Standar (SS) berupa pernyataan mandiri	1) Nomor Induk Berusaha (NIB) 2) Sertifikat Standar (SS) berupa pernyataan mandiri yang harus diverifikasi oleh Kementerian/Lembaga/Pemerintah Daerah	1) Nomor Induk Berusaha (NIB) 2) Izin yang harus disetujui oleh Kementerian/Lembaga/Pemerintah Daerah 3) Sertifikat Standar (SS) jika dibutuhkan

#### Stages of Making a Business Identification Number (NIB)

##### Stage 1. Create an OSS account

1. The applicant visits the [https:// website www.oss.go.id/](https://www.oss.go.id/)
2. Click the "Register" button at the top right
3. Fill out the form on the screen  
The data that must be filled in is
  - a. Identity Type
  - b. Population Identification Number (NIK)
  - c. E-mail
  - d. Types of Business Actors
  - e. Name (according to ID card)
  - f. Date of birth
  - g. Domicile
  - h. Phone number
4. Enter the Password you want
5. Click the "Register" button below
6. Check E-mail
7. Accounts in OSS are already active

##### Step 2: Log in to your OSS account and fill in the data

1. Check E-mail
2. Open the username verification e-mail from OSS

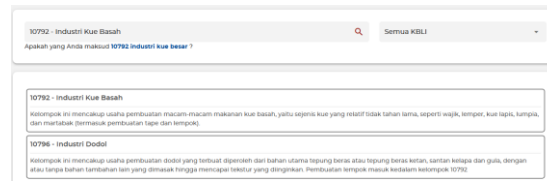


To make it easier for business actors to determine the category of Business Fields to be developed in Indonesia, the government through the Central Statistics Agency (BPS) has compiled the Indonesian Business Field Standard Classification (KBLI) as a guide for determining the type of business/business activity. This reference was updated in September 2020 in accordance with BPS Regulation Number 2 of 2020 concerning the



Standard Classification of Indonesian Business Fields, with the addition of 216 5-digit KBLI codes from KBLI 2017, bringing the total to 1,790 KBLI codes.

KBLI is a classification of Indonesian economic activities/activities that produce products/*outputs*, both in the form of goods and services, based on the business field to provide uniformity of concepts, definitions, and classifications of business fields in the development and shift of economic activities in Indonesia. Example of getting a KBLI code:



Source: <https://oss.go.id/informasi/kbli-berbasis-risiko>

### Day 3

On the third day of the training, the focus resource persons described and assisted the participants in preparing a Business Plan. Business Plan is a plan born not by chance but there is a cause in the form of initiatives or initiatives from inside and outside the organisation. As the origin of a planning includes various sources, including:

- Policy *top management*:** it is the top leadership who issues the policy of holding planning because they are indeed the *policy* holders.
- Results of supervision:** based on the results of supervision, a number of data and facts are collected in a new plan that improves or overhaul that has been implemented.
- Initiative from within:** *planning* can also be born as a result of suggestions from outsiders that may be directly or indirectly, which have an interest in the organisation.
- Future needs:** a plan is made as a preparation for the future or to face obstacles and obstacles that can occur at any time.

There are several definitions of a business plan. A Business Plan is a document that expresses confidence in the ability of a business to sell goods or services by generating satisfactory and attractive profits for funders.

Business Plan is a written document that describes the company/entrepreneur's plan to take advantage of business opportunities in the company's external environment, explains the competitive *advantage* of the business, and explains the various steps that must be taken to make the business opportunity a real form of business. A Business Plan is a selling document that expresses the attractiveness and expectations of a business to potential funders.

Things to consider in presenting a business plan

- Try to make the business plan that is prepared not too thick but complete, which means that it includes various information needed by evaluators both from the investor and creditor side to make decisions.
- The appearance of the business plan must be made attractive to investors and creditors will get a first impression of the company that is seeking funding from the appearance of the business plan submitted to them.
- The front cover of the business plan must contain the company name, address, phone number, and the month and year the business plan was issued.
- A good business plan should include an executive summary that contains an explanation of the state of the business.
- The preparation of a business plan must be well organized.
- A good business plan will list the critical risks of the business to be run. The inclusion of business risks will increase the vigilance of entrepreneurs and investors to get around how to minimize these business risks.

g.

### Format Business Plan

- |  |
|--|
| <p>I. Introduction</p> <ul style="list-style-type: none"> <li>Company name and address - Owner's name and address</li> <li>Name and address of the person in charge who can be contacted at any time - Information about the business done</li> </ul> <p>II. Executive summary, no more than three pages that explain the content of the business plan in complete</p> <p>III. Vision and Mission</p> <ul style="list-style-type: none"> <li>Entrepreneur's vision of the Company in what</li> </ul> |
|--|

field this company is -What values and principles the Company adheres to. What makes your company unique. What is the source of its competitive advantage.

IV. Industry Analysis

- Future of the industry perspective
- Competitive analysis
- Market segmentation entered
- Predictions about the products produced

V. Business Description

- Products produced
- Service
- Business scope
- Office personnel and supplies
- Background of the entrepreneur's identity

VI. Commercial/operational plan

- Plant location selection
- Layout plan including IMB, EIA etc.
- Production process
- The state of the building and its equipment
- The condition of the machine and its equipment
- Raw material sources

VII. Marketing Plans

- Market segmentation, target market and positioning
- Pricing
- Distribution implementation
- Promotions to be carried out
- Product development

VIII. Organisational Planning

- Ownership forms and organisational structure
- Information about partners
- Description of power
- Background of management team members
- Roles and responsibilities of personnel in the organisation

IX. Risk

- Evaluation of business weaknesses
- Technology overview

X. Financial Planning

- Resources And use of capital
- Financial Statements (I/R.Cash Flow projections, Balance Sheet)
- Break-even point analysis
- Financial ratios to know performance

XI. Appendix

- Letters.
- Market research data.
- Contract papers and other agreement documents.
- Price list from the supplier of goods.

Preparing a business plan is essential to ensure business success. A business plan is a detailed map that shows how the business will be run and the act of identifying potential problems long before they occur.

A business plan or so-called business plan contains important information about the business to be run, including: business intentions, your business overview, market formulation and marketing programs, technical operational preparation, management and financial aspects.

Regardless of whether to run an established business or a new business to be established, it is still necessary to illustrate how the entrepreneur will achieve goals, measure performance, monitor progress, and make plans for the future.

## D. ACTIVITY RESULTS

Participants participated in the training well, it was proven from the beginning to the end that the attendance rate was 100% and in each question and answer session the participants' responses were also good. At the end of the training from the first to the third day, the resource person also gave a quiz in the form of questions and developed their own business plan. The results of the resource person's assessment are as follows:

DAFTAR NILAI PESERTA PELATIHAN KEWIRAUSAHAAN (DAK NON FISIK PK2UMK 2025)

No.	Nama	TUGAS			
		Nilai Hari 1 Kewirausahaan	Nilai Hari 2 Tahapan Perizinan Usaha	Nilai Hari 3 Bisnis Plan	Nilai Rata <sup>2</sup>
1	DEWI SARTIKA SITUMORANG	80	90	90	86.7
2	TITIN IRMAYANI	70	90	95	85.0
3	TINA DAMAYANTI	75	90	90	85.0
4	PARIANI	75	90	90	85.0
5	DUMARIA M HUTABARAT	75	95	85	85.0
6	DESI KRISTINA	80	75	95	83.3
7	ZUNI ANTI F. NAINGGOLAN	80	75	90	81.7
8	SUSI DEWI PRIANTI	75	90	75	80.0
9	HALIMAH	60	90	85	78.3
10	FANNY JULIA NINGSIH	65	90	80	78.3
11	EVIANI BR LUBIS	65	90	80	78.3
12	DEWI LESTARI	75	90	70	78.3
13	SUNARIYA	80	85	70	78.3
14	RAHMAYANI	70	75	85	76.7
15	RAHMAYANI	65	75	85	75.0
16	MUHAMMAD RIADY SINAGA	80	75	70	75.0
17	FITRI WASILA SARI	75	80	70	75.0
18	ELIA RAMADANI NASUTION	55	90	80	75.0
19	RINAWATI	65	75	85	75.0
20	PUTRI KUMALASARI	75	75	75	75.0
21	YUSHINTA ARIS	65	80	80	75.0
22	WULANDARI	60	90	70	73.3
23	DEWI SIHOTANG	60	80	80	73.3
24	DARMINI	60	85	70	71.7
25	AHMADI AZHAR MARPAUNG	50	85	80	71.7
26	WILIAM INDIGOH	80	65	70	71.7
27	SALMINAWATI SINAGA	60	85	70	71.7
28	DEVI KURNIAWAN	80	75	60	71.7
29	NOVITA YOLANDA	75	60	70	68.3
30	SITI JULIA	65	80	60	68.3
31	GITA NAINGGOLAN	60	75	70	68.3
32	ASINA SIMANUNGKALIT	60	85	60	68.3
33	NUR AINUN	60	75	70	68.3
34	FAIZ ZUHNUN NAJID	0	90	80	56.7
35	SUMIATI	0	85	80	55.0
36	HERDIANA	80	75	0	51.7
37	YENNI SRIAGUSTIANY	80	75	0	51.7
38	SURATMI	0	75	75	50.0
39	ISNIYATI	60	90	0	50.0
40	HANDY BRATA WIJAYA	0	75	70	48.3
41	ASNI FAUZIA MANIK	65	75	0	46.7
42	SUPRIASIH	55	85	0	46.7
43	AHMAD ANDIKA	60	0	70	43.3
44	RATIH MANDASARI	60	0	60	40.0
45	HAURA AZRIYAH	80	0	0	26.7
46	ERNA MANIK	0	75	0	25.0
47	FITRIANI	0	0	65	21.7
48	MITA ARFIYANI	60	0	0	20.0
49	KEYLA SRI AYU NINGSIH	60	0	0	20.0

## E. ACTIVITY DOCUMENTATION

### Day 1 Training Activities

Lok: Bandar District



Lok: Bandar Masilam



Lok: Bosar Maligas District



Lok: Bandar District



### Day 2 Training Activities

Lok: Bandar Masilam District



Lok: Bosar Maligas District



Lok: Bandar District



Lok: Bandar Masilam District



### Day 3 of Training Activities

Lok: Bosar Maligas District







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