

Business Planning Training For Msme In Ujung Padang And Bosar Maligas Districts

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Abstract.

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in regional economic growth because they are the largest absorbers of labor and a significant contributor to GDP. However, many MSME actors are still constrained by the lack of knowledge in business planning and management. In Ujung Padang and Bosar Maligas Districts, the potential of MSMEs is quite high in the culinary, trade, and handicraft sectors. The observation results show that most MSMEs are still operating traditionally without a clear business plan, thus hindering business development, access to financing, and competitiveness. To answer these problems, the service team held a "Business Planning Training for MSME Actors" to improve understanding and skills in preparing an applicable business plan. This training is expected to be able to encourage the development of MSME businesses in a more targeted and sustainable manner.

Keyword: Business Planning Training; Msme and Bosar Maligas.

I. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have a strategic role in encouraging regional economic growth. MSMEs are not only the largest absorbers of labor, but also contribute significantly to the national Gross Domestic Product (GDP). However, MSME actors still face various obstacles, including limited knowledge in planning and managing businesses effectively. Ujung Padang District and Bosar Maligas District are two areas that have quite high potential for MSMEs, especially in the culinary, trade, and handicraft sectors. Based on the results of initial observations and interviews with sub-district officials and business actors, it is known that most MSMEs in the region are still running their businesses traditionally without careful business planning. This has an impact on the difficulty of developing a business, limited access to financing, and weak competitiveness in the market. Seeing these conditions, the community service team felt the need to organize the "Business Planning Training for MSME Actors" activity with the aim of providing understanding, skills, and direct practice in preparing a business plan that is applicable and according to business needs. It is hoped that through this training, MSME actors can develop their businesses in a more targeted and sustainable manner.

II. ACTIVITY OBJECTIVES

This service activity aims to:

1. Providing understanding to MSME actors about the importance of business planning.
2. Train participants in developing effective and applicable business plans.
3. Help participants identify potential, opportunities, and business challenges faced.
4. Encouraging the growth of highly competitive MSMEs in Ujung Padang and Bosar Maligas Districts.

III. ACTIVITY OBJECTIVES

The target of this activity is active MSME actors and prospective entrepreneurs in the Ujung Padang District area with 50 participants and Bosar Maligas District, with a total of 50 participants.

IV. TIME AND PLACE OF IMPLEMENTATION

This training activity was held on: Day/Date: 01 – 03 October 2025, at: 09.00 – 15.00 WIB. The location of the training activities was held in the Hall of the Ujung Padang Sub-district Office and the Hall of the Bosar Sub-district Office of Maligas.

V. IMPLEMENTATION METHOD

The method of implementing this community service activity includes:

1. Interactive Lectures and Discussions, where basic material on the importance of business planning, business plan structure, SWOT analysis, and marketing strategies, as well as simple financial management
2. Workshop / Business Plan Preparation Practice In this activity, participants will be guided to prepare their respective business plans based on the type of business being run.
3. Mentoring and Consulting, at this stage, the resource person team provides direct assistance related to the preparation of a business plan and provides feedback.

VI. IMPLEMENTATION ACTIVITIES

This activity was carried out for three days with the following details:

A. Day One

1. The opening was by the Ujung Padang Sub-district Head, Bosar Maligas Sub-district, and the Head of the Cooperatives and MSMEs Office of Simalungun Regency, and representatives of the resource team.
2. Opening and refreshing participants through the initial understanding of the trainees on the theme of preparing a business plan with a pretest
3. Presentation of material on building a business mindset

The Global Economic Crisis has made 88% of MSMEs in Indonesia run out of funds and more than 60% are forced to reduce their workforce. Disruptions to global supply networks and falling commodity prices further exacerbated conditions. Through the research conducted, it is shown that marketing strategies—with technology as mediators—have a positive and significant effect on the performance of MSMEs in the food sector. These findings confirm that MSME actors need to adapt to changing ecosystems through technology-based marketing strategies to maintain and improve business performance during and after the global crisis (Nainggolan et al., 2023). MSMEs are also an acronym that stands for Micro, Small and Medium Enterprises. MSMEs are a form of company in Indonesia that can usually be owned individually or business entities and have been stipulated by Law Number 20 of 2008. This form of business is grouped based on the limit of annual revenue turnover, assets from the business and the number of employees. So, we can conclude that MSME SWOT is a collection of factors that can affect the sustainability of a business (Siregar et al., 2025) (Nainggolan et al., 2025) .

4. Presentation of material on OSS-based business licensing procedures
5. Interactive discussion about the problems faced by local MSMEs.

B. Day Two

1. Presentation of material on the meaning and importance of Business plan

Community-based business management aims to involve the community in planning and managing the area according to the capacity of local resources. COREMAP-LIPI (1997) emphasized that this program empowers the community to actively maintain resource conservation and support sustainable development. Every business unit needs to make a plan to achieve its organizational goals. A business plan is an important guide for entrepreneurs in building a successful business based on real conditions in the field. Many businesses fail because they rely only on enthusiasm without a good business plan or weak monitoring and evaluation. Therefore, the business plan must be flexible and can be revised as it develops, and this module is compiled as a guideline for the preparation of a better business plan.

2. Presentation of Simple financial statements material for business actors

3. **Business plan preparation training: market analysis, SWOT analysis, market segmentation, and marketing strategy.**

Analysis **SWOT** help MSMEs understand the strengths, weaknesses, opportunities, and threats that affect business performance. **Strength** such as the quality of human resources, employee loyalty, strategic location, and customer trust are the capital to develop. Instead **debilitation** such as weak management, unstrategic location, or low product quality can hinder business. Beyond that, **chance** Present from favorable external conditions, such as government policies or falling raw material prices. However, MSMEs must also be aware of **threat**, including unexpected situations such as pandemics that can disrupt business continuity (Mumpuni, 2013)(Faeni et al., 2024) (Husnawaty, n.d.).

SWOT analysis is an important tool for MSMEs to ensure that businesses can survive and grow. Although it looks simple, without careful formulation, MSMEs can lose their direction and find it difficult to achieve their goals. By understanding the strengths, weaknesses, opportunities, and threats, MSME actors can build the right strategy to maintain business sustainability. Key Objectives and Benefits of SWOT Analysis:

1. Simplify Strategy Planning. SWOT analysis helps MSME actors recognize internal and external factors that affect their business.
2. Understand the target market more deeply. In the midst of increasingly fierce competition, SWOT helps MSMEs find innovations and see market potential.
3. Becomes the basis for business evaluation. The results of the analysis become a reference in important decision-making, including financial management and production.

Overall, the main benefit of SWOT is to help MSMEs remain stable, develop, and know their business position more objectively.

Example of SWOT Analysis: Knitted Products

- a. Strengths: Market interest is easy to predict, can be customized, materials are easy to get.
- b. Weaknesses: Trends are easily changing, need high creativity, long production process.
- c. Opportunities: Wide market, many marketing options, unique products are preferred.
- d. Threats: Artificial risk from competitors.

Strategy Conclusion

- a. Create different ideas and designs
- b. Build branding that appeals to various groups
- c. Optimize digital marketing
- d. Sell products through online platforms such as Shopee and Tokopedia

4. **Participants began to draft their respective business plans.**

C. **Day Three**

1. Individual consultation session with the service team.
2. Presentation of business plan results by several participants.
3. Evaluation and closure of activities.

VII. **RESULTS AND OUTPUTS OF ACTIVITIES**

This training activity went well and received a positive response from the participants. Out of a total of 100 participants, 85% managed to draft a business plan that was in accordance with the type of business. Some of the results achieved include:

1. Increased knowledge of participants about the structure and benefits of the business plan.
2. The emergence of new business development plans based on market analysis.
3. The formation of a communication network between MSME actors that has the potential for business collaboration.

As an additional output, the resource team prepared a **Business Plan Module for Community Business Development Based on the Utilization of Local Resources** which was distributed to all participants and could be used as a guide for future business development.

VIII. OBSTACLES AND SOLUTIONS

A. Constraints

1. Damaged Road Obstacles in the Implementation of Community Service in Ujung Padang District

One of the main obstacles faced during the implementation of community service activities in Ujung Padang District is the condition of damaged and uneven road infrastructure. Many roads in the area are still in the form of dirt roads or gravel that have holes, slippery when it rains, and dusty when the weather is hot. This condition poses several significant obstacles to the smooth running of activities.

First, the mobility of the service team is hampered. Access to the activity sites, especially to remote villages, takes longer than initially estimated. Vehicles often have to go slowly to avoid damage due to deep potholes. Some points cannot even be passed by four-wheeled vehicles, so teams have to continue their journey on foot or use two-wheeled vehicles.

Second, transportation of logistics and equipment has become difficult. Materials such as teaching aids, activity equipment, and consumption needs experienced delays in delivery. This has an impact on the schedule of activities that must be adjusted and requires re-coordination so that all activities can still be carried out properly. In addition, the condition of the damaged road also has an impact on the safety and comfort of activity participants. Some team members have had a hard time traveling, especially when it rains and the roads become slippery and muddy. This situation demands extra vigilance and good physical readiness from all participants. However, this obstacle did not reduce the enthusiasm of the service team in carrying out activities in Ujung Padang District. With the cooperation between the team, the local community, and the village government, the obstacles caused by damaged roads can be gradually overcome through more flexible time planning, the use of appropriate vehicles, and logistical support from local residents.



Fig 1. Road Conditions Faced by the People of Ujung Padang District

2. Limitations of Actors in Understanding Simple Financial Statements

In addition to the constraints of damaged road infrastructure, another challenge faced during community service activities in Ujung Padang District is the limitations of business actors and the community in understanding simple financial statements. Most micro business actors in the region are still carrying out traditional economic activities without regular financial records. They tend to mix personal and business finance, making it difficult to know exactly the profits, losses, and cash flow of their business. This condition is caused by several factors, such as diverse levels of education, lack of basic accounting training, and lack of habit of recording daily financial transactions (Nainggolan et al., 2024).

When the service team provided training in the preparation of simple financial statements such as recording income, expenses, and making simple income statements, some participants showed high enthusiasm, but still experienced difficulties in understanding basic accounting concepts, such as the difference between capital and profit, or how to calculate asset depreciation. These limitations have an impact on their ability to make the right business decisions, because without clear financial statements, it is difficult for business actors to assess business development, set sales strategies, or apply for capital assistance to financial institutions. However, with a more practical learning approach and using real-life examples from their own business activities, some participants began to understand the importance of financial records. The service team also seeks to compile simple training modules and provide direct assistance, so that business actors can gradually implement more orderly financial recording in their business activities.



Fig 2. Documentation of the Dialogue on the Limitations of Business Understanding

B. Solution:

1. Provide intensive assistance gradually according to the ability of the participants.
2. Provide online post-training follow-up consultation sessions.

IX. COVER

Community service activities in the form of "Business Planning Training for MSME Actors" in Ujung Padang District and Bosar Maligas District have been carried out well and achieved the expected goals. This activity has a positive impact on increasing the capacity of MSME actors in planning and developing their businesses.

The service team would like to thank all parties who have supported, especially the Ujung Padang and Bosar Maligas District Governments, as well as the participants who have actively participated. It is hoped that similar activities can continue to be carried out in a sustainable manner to strengthen the MSME ecosystem in the region.

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