

Optimization of Business Management of Chips Producers through Improved Managerial Competence

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ABSTRACT

This public serving activity was designed for the members of chips producers located in Sriharjo Village, Bantul, Yogyakarta. The purpose of this activity was to give the chips producers with the knowledge and skills of Small business management, which includes aspects of human resource, finance and marketing management. The methods used in this public serving activity include lectures, demonstrations and practice while materials provided include principles of business management, competitive advantages and aspects of small business management (human resources, finance and marketing). The results of this public serving activity showed that from total 31 participants there were 24 participants (77,4%) have developed promotion media to broaden marketing network; 22 participants (70,97%) have managed business based on accounting and financial management as well as 21 participants (67,74%) have developed human resource management system based on documentation.

Kata Kunci: chips producers, small and medium businesses, human resource management, financial management, marketing management