

MANAGEMENT OF BUSINESS MANAGEMENT IN FRIED CHICKEN CENTER BENDAN TIRTOMARTANI KALASAN SLEMAN YOGYAKARTA

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ABSTRACT

The purpose of this community service is to increase the ability of group members to manage the business, optimize product marketing, increase knowledge and ability in the production process at Kalasan Bendan Fried Chicken Center in Sleman Yogyakarta.

The activity method is in the form of training in the form of lectures and discussions. The training participants were 30 people consisting of administrators and members of the Kalasan Fried Chicken Center. Training materials in the form of entrepreneurial motivation, marketing strategies, production management.

The results of community service program activities show the enthusiasm of the participants in receiving material and actively discussing group business management and obstacles and solutions between members and the group. In addition, participants can also understand how to increase entrepreneurial motivation, plan and design marketing strategies starting from mapping target consumers (segmentation) and continuing with product aspects (packaging, product variations), distribution to consumers and promotion through various online and offline media.

Kata Kunci: *optimization, business management, marketing strategy*