

PELATIHAN PENYUSUNAN BUSINESS PLAN UNTUK KEBERLANGSUNGAN USAHA

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ABSTRACT

The function of society in economic growth is very important. Even the number of home-based businesses that are on the SMEs scale are actually more numerous and absorbing more workers. In addition, this sector of business can be extended to a wider area. The development of this industry is quite good, but the turnover growth that is still not significant is seen socially. In fact, there are many business people who cannot develop their business. Problems start with inaccurate business planning so that they have difficulty in operational activities. The choice of an inappropriate business in an area, makes the low sales which in turn the capital turnover does not improve. Meanwhile, there are many burdens that must be borne every month. This activity also has another goal, which is to provide motivation for business people to want to develop their business. In addition, they are also willing to start new ventures that may have potential. This activity successfully attracted the interest of business people in the Wates area. From the data, it can be seen that there are many businesses which are relatively the same even though in a less extensive area. This activity was also attended enthusiastically by 31 people.

Kata Kunci: *SMEs, Business Plan, Wates*