

Increasing the Potential of MSMEs through Increasing Capabilities in Building Business Identity

MOHAMMAD NAJIB ROODHI¹, RIFQI HAMMAD², ABDURRAHMAN¹,
MUHAMMAD MUJAHID DAKWAH¹, ZAMRONI ALPIAN MUHTAROM¹

¹Management Study Program (Mataram University)

²Software Engineering Study Program (Bumigora University)

Email: najib.roodhi@staff.unram.ac.id

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ABSTRACT

The aim of this service activity is to help MSMEs in preparing a good and professional company profile so that MSMEs can increase their competitiveness in the current era of globalization. The problem faced by partners is a lack of knowledge and skills in creating a good and professional company profile. The method used in this activity is in the form of training which is divided into 3 stages, namely preparation, delivery of material and training and discussion. The material presented in this activity is the concept of a company profile, the function of a company profile and how to prepare a company profile. The results of the training activities carried out show that there has been an increase in the knowledge and skills of MSME managers in developing MSMEs.

Keywords: Training, Preparation, Company Profile, MSMEs

1. INTRODUCTION

In the current era of globalization and digital transformation, Micro, Small and Medium Enterprises (MSMEs) are faced with various challenges to maintain the sustainability of their businesses (**Br Tarigan et al., 2022**), (**Laily et al., 2022**). In maintaining business continuity, they need the right strategy (**Hilmiana & Kirana, 2021**), (**Hardilawati, 2020**), one of which is creating a good and professional business identity (company profile) (**Prihandini & Seba, 2022**).

A good company profile can help MSMEs build a positive image and reputation in the eyes of customers and the public (**Sufiyanto et al., 2021**). This can increase opportunities to reach a larger market (**Widijaya et al., 2021**), increase brand awareness of MSMEs (**Wicaksono & Wijaya, 2021**) and many other benefits. Even though there are many benefits provided by having a company profile, there are still many MSMEs that do not have a company profile. This is due to a lack of knowledge and skills in creating a good and professional company profile.

Therefore, the service team provides a solution in the form of training in creating a good and professional company profile in order to increase the potential of MSMEs in facing the era of globalization. The partners in this training activity consist of several MSMEs in Mataram City. Based on data obtained through a questionnaire by the service team, it shows that there are 23% of MSMEs who already have a company profile, 17% who already know the benefits of a company profile and around 10% who already know how to create and the components that must be in a company profile. This shows that it is necessary to carry out company profile development training activities for MSMEs. This training activity will be included in a program from the West Nusa Tenggara provincial Industry Service related to Production and Packaging Techniques Training. The training activities to be carried out are divided into several stages in the form of preparation, material delivery, training and discussion. Similar activities have also been carried out by other service teams, such as the one carried out by the Meiden service team in 2024 related to training in preparing company profiles for potential exporter MSMEs in Jakarta (**Meiden et al., 2024**). Another activity carried out by Suhartono's team in 2022 is related to ongoing training in preparing the company profile of the Linda Yes Bakery UMKM (**Suhartono et al., 2022**). And there are many others such as (**Kussanti et al., 2021**), (**Munthe et al., 2022**), (**Prihandini & Seba, 2022**), and (**Vendyansyah et al., 2022**). It is hoped that this activity will help MSMEs to maximize their business potential by developing a good and professional company profile. So the aim of this activity is to help MSMEs in preparing a good and professional company profile so that MSMEs can increase their competitiveness in the current era of globalization.

2. METHODOLOGY

This service activity is carried out using a training activity model. Training activities are a method that can increase the audience's knowledge, skills and abilities regarding a particular matter (**Bayangkara, 2022**). This service activity is carried out in several stages, namely the preparation stage, the material delivery stage and the training and discussion stage. The stages of this service activity can be seen in Figure 1.

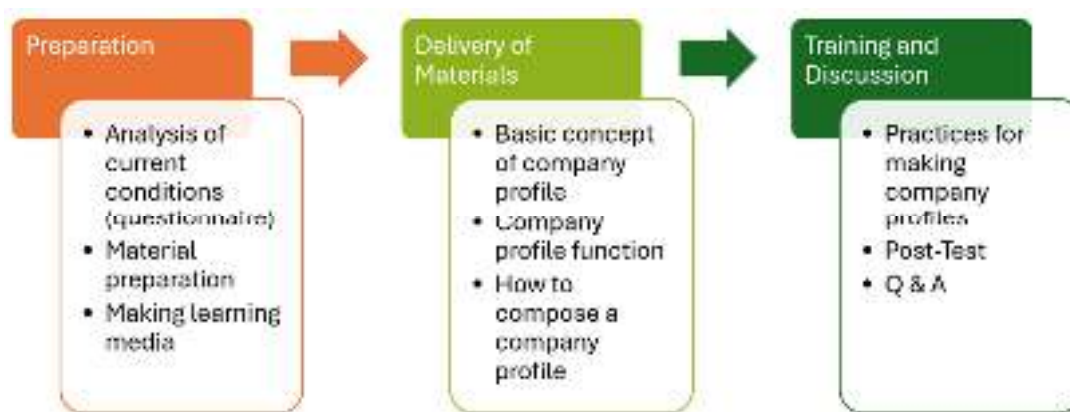


Figure 1. Stages of Service Activities

Figure 1 shows the stages of activities carried out. The details of each stage are as follows.

1. Preparation

At this stage, preparations for activities are carried out. The preparations carried out by the service team took the form of analyzing current conditions through questionnaire, preparing materials and also creating learning media related to preparing the company profile.

2. Delivery of Material

At this stage, the material that has been prepared in the preparation stage is delivered to activity participants through learning media that has been created by the service team. The material presented includes the basic concepts of company profiles, techniques for creating and function of company profiles. The basic concept of a company profile contains the definition of the company profile, a brief description and the purpose of the company profile. The function of company profile material contains material related to the function of the company profile, such as creating brand stories, promoting brands and showing the uniqueness of the business they own. And the technical material for making a company profile contains the steps that need to be taken in building a company profile.

3. Training and Discussion

At this stage, the practice of creating a company profile is carried out. Participants will be asked to create a company profile and discuss it. After the practice of making a company profile, it was continued with a post test and a question and answer session regarding the material and training that had been carried out..

3. RESULT AND DISCUSSION

3.1. Preparation

At this stage, preparations are made regarding training activities for compiling a company profile. In the initial stage, an analysis of the current conditions experienced by MSMEs is carried out in relation to the company profile. the service team provides a questionnaire related to the company profile. The results can be seen in Figure 2.

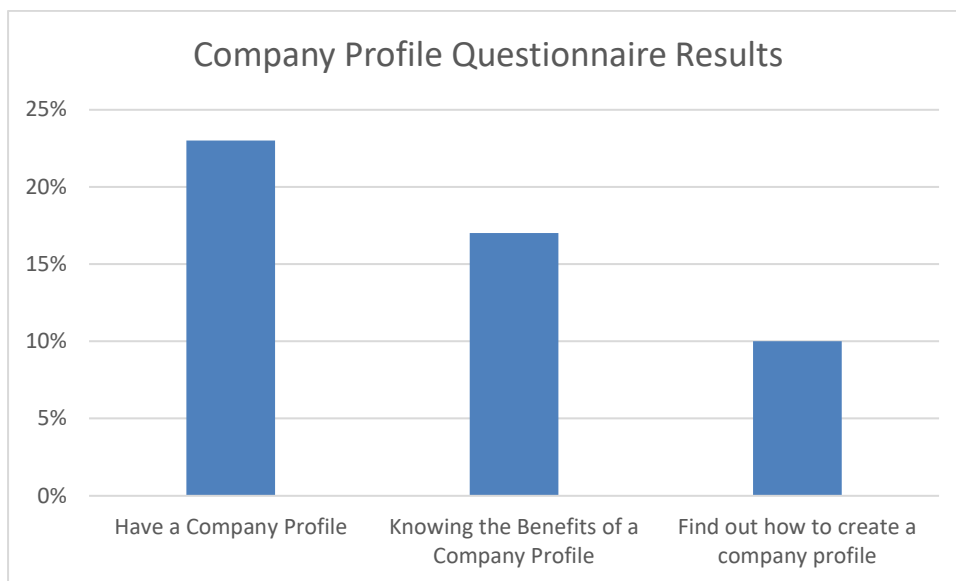


Figure 2. Comapny Profile Questionnaire Results

Figure 2 shows the results of the questionnaire that was given to MSMEs. This shows that there are still many who don't have a company profile, know the benefits and how to create one. Therefore, the next stage is to create material related to the development and addition of insight related to the company profile. The material created includes the basic concepts of company profiles, techniques for creating company profiles and their benefits. After the material has been prepared, it continues with creating learning media via powerpoint. The material presented can be seen in Figure 3.



Figure 3. Activity Materials

Figure 3 shows material related to the basic concept of a company profile. Apart from the concept, material related to the function of the company profile is also explained. The material can be seen in Figure 4.



Figure 4. Company Profile Function

Figure 4 shows the function of the company profile. This material explains that the function of a company profile includes creating a brand story, promotion and showing the unique character of the business it has. The next material is related to preparing a company profile. The material can be seen in Figure 5.

Figure 5 shows how to compile a company profile. From this material, there are several main points that need to be considered when compiling a company profile, such as conveying goals, an attractive vision and mission, the format and tagline used as well as the business model of MSMEs and their targets. All of these things must be clear so that the company profile is prepared well and professionally.



Figure 5. Preparation of Company Profile

3.2. Delivery of Material

At this stage, the material that has been prepared is delivered to the training activity participants. The documentation for the delivery of this material can be seen in Figure 6.



Figure 6. Documentation of Material Delivery 1

Figure 6 shows documentation when the service team explains the material that has been prepared. Apart from that, there is also other documentation as shown in Figure 7.

Figure 7 shows other documentation when the service team presents the material. The material presented is related to preparing a company profile.



Figure 7. Material Presentation Documentation 2

3.3. Training and Discussion

At this stage, the activities carried out are in the form of training and discussions. Training was carried out regarding the preparation of a company profile, followed by discussions related to the preparation of the company profile. The documentation at this stage can be seen in Figure 8.



Figure 8. Documentation of Training Sessions and Discussions

Figure 8 shows documentation related to training and discussions where participants were preparing a company profile and had questions related to this matter which were then answered by the service team. The results of the training activities carried out show that the participants' knowledge regarding the company profile has increased and the participants also have the basic skills to develop their MSME company profile. This is shown by the results of the posttest obtained. The posttest results can be seen in Figure 8.

Figure 9 shows a significant increase in knowledge of benefits and also how to create a company profile between before and after the activity. This shows that the activities carried out are quite successful so it is hoped that MSMEs will immediately develop their respective company profiles.

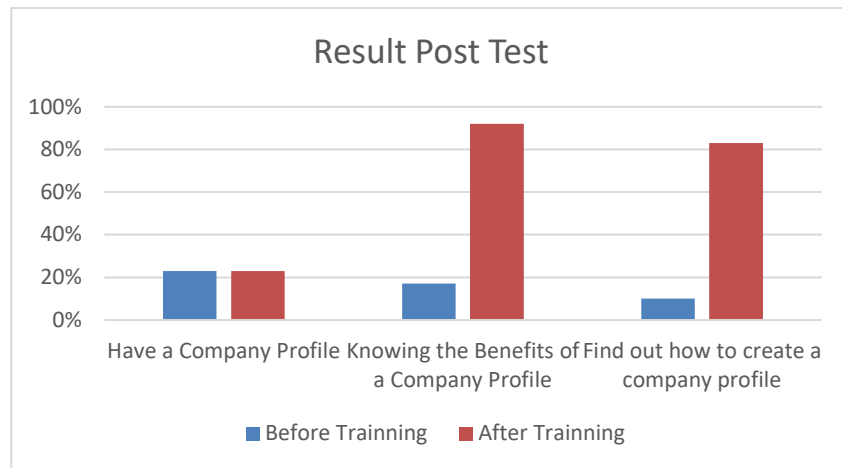


Figure 9. Documentation of Training Sessions and Discussions

4. CONCLUSIONS

Based on the results of the training activity on preparing an MSME company profile, it can be concluded that with this training activity, participants' knowledge and skills in preparing MSMEs have increased and participants already have an idea of the company profile that will be created. This is shown by a significant increase in results on the post test, namely 75% for knowledge regarding the benefits of a company profile and also 73% for knowing how to make a company profile. The suggestions for the next activity are in the form of accompanying and content-based development of the company profile so that the company profile developed becomes more attractive, such as by using videos or websites.

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