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ASSISTANCE IN PREPARING BUSINESS PLANS IN SEMEM SUB-DISTRICT, BENOWO SUB-DISTRICT, SURABAYA CITY

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ABSTRACT

Community service activities Assistance in preparing business plans for micro business groups in Sememi Village, Surabaya, aims to provide guidance and support in planning a successful and sustainable business. In situations like this, the application of a resource-based perspective (RBV) becomes essential to ensure the sustainability of micro-enterprises. RBV enables microenterprise groups to identify and utilize unique and valuable internal resources, such as knowledge, skills, and networks, to create a sustainable competitive advantage. Using the RBV approach, business plan development assistance can focus on developing the knowledge, innovation and adaptation capabilities needed to face business challenges and ensure microenterprise sustainability in a dynamic business environment. Through the integration of RBV in the mentoring activities, the micro enterprise groups are expected to gain in-depth insights and appropriate strategies to achieve long-term success in their businesses. **Outputs** in the form of Community Service Journal and information appearing on social media and youtube

INTRODUCTION

Opening a new business is impossible without a plan in place. A written plan, however simple, is a must. But sometimes new entrepreneurs are unwilling or unable to write a written plan for various reasons. The unwritten plan must have been engineered in the mind, which is a simple engineering of answers to various statements, such as what business to open, why choose the business, where it is located, who are the customers, where is the source of capital, etc. It seems that new entrepreneurs like this have no idea what to do. It seems that new entrepreneurs like this tend to carry out trial and error activities. If they fail, they will move on to another business. This model is common in our business community.

An entrepreneur who cannot plan is actually planning for failure. A written business plan for running a business is the right tool to take control of the business and keep the business focused.

A business plan is very useful for identifying consumer needs, the most desirable product attributes and ascertaining the business plan in various aspects such as production, distribution, pricing and marketing and capitalization. If there are obstacles in starting a business, a business plan is very useful to re-examine the objectives and resources of the business unit so as to overcome these problems. Moreover, a written business plan is the legitimization of a business to be established. A good business plan makes investors or partners believe in the potential of the business so that they are interested in working together.

To assist in obtaining income or income for housewives and teenagers in Sememi Village, Benowo District, Surabaya City in relation to generating business opportunities and realizing them in entrepreneurship, the community service team in this community service activity will provide education, training and assistance on how to develop a business plan so that it is expected to minimize failure in business. The purpose of the business plan development assistance initiative for micro business groups in Sememi Village, Surabaya, is to assist and guide them in planning a successful and sustainable business. In such a situation, a situational analysis of the activity is essential to understand the difficulties and opportunities faced by the micro enterprise groups. It is also very important to create an effective mentoring strategy. Some elements of situation analysis that can be considered based on relevant references are as follows:

1. **Microenterprise Conditions:** An analysis of the condition of microenterprises in Kelurahan Sememi is essential. This includes business type, business size, business scale, target market, and current financial performance. This will help understand what micro-enterprises need and how they can grow their business.
2. **Business Challenges:** Find out the problems and difficulties faced by micro businesses, such as financial management, access to capital, marketing, and market competition. This analysis will help in creating a mentoring program that meets their needs.
3. **Development Opportunities:** Consider opportunities to build microenterprises in district Sememi, such as market trends, customer needs, and collaboration opportunities with other stakeholders.

Based on the situation analysis that has been stated above, it can be stated that the community in Sememi Village, Benowo District, Surabaya City needs further training on how to develop a business plan. With the specifications of the problems that arise, namely: 1. From existing small businesses there is a lack of innovation in processed products and business plan development. 2. Planning management that is less appropriate so that the calculations or initial business plan

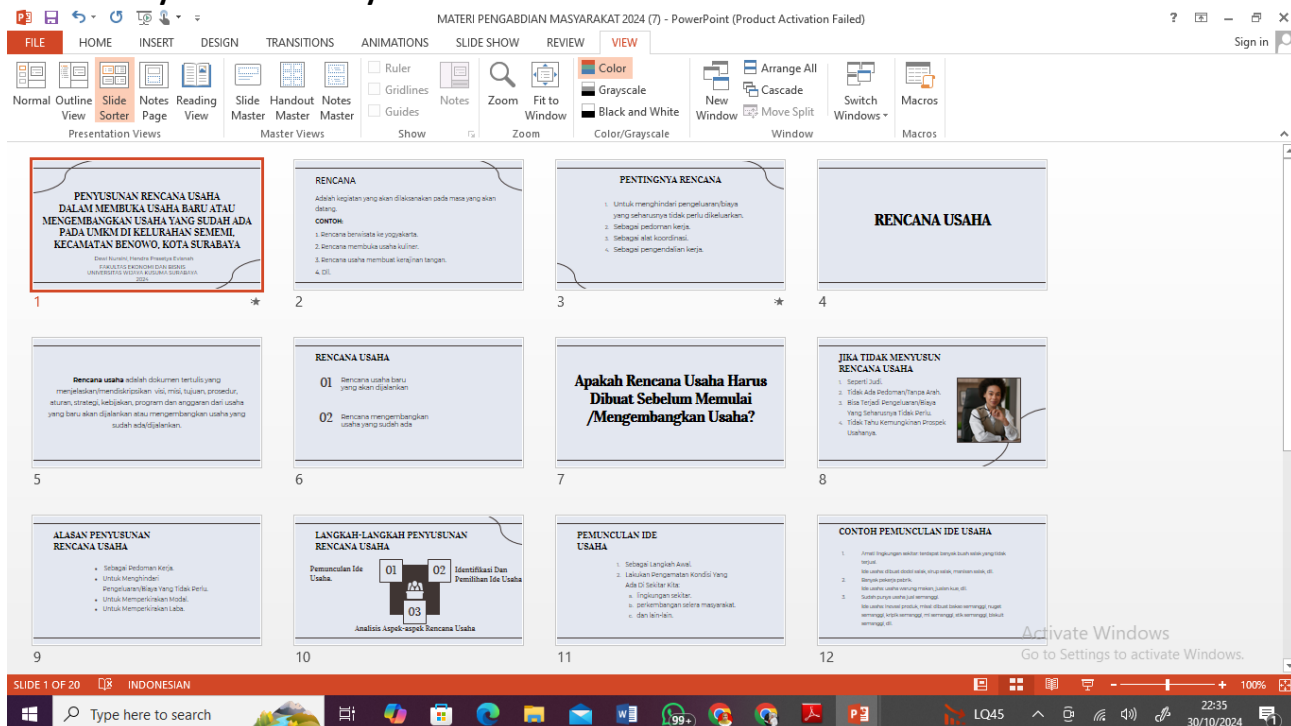
Assistance in Preparing MSME Business Plans is carried out with steps including:

1. Analysis of the market, resources and finances of the small business group-
2. Assistance in developing a business plan covering marketing, human resources, operations, and finance.
3. Implementation of action plans to achieve business objectives and improve MSME performance.

METHOD

The implementation of community service assistance activities in Sememi Village, Surabaya was carried out in the 2023/2024 academic year, starting with training activities on July 06, 2024 and continued with assistance which was attended by micro business actors (semanggi batik, market snacks, snacks, catering, laundry, etc.). The average business is run by housewives who are members of PKK activities, and on average they complain about the capital needed for a bigger business, the business actors hope that turnover will increase by seeing opportunities and opportunities through training activities and assistance in making business plans. In the implementation of activities from other lecturer teams with different topics but can be interrelated (there are other lecturer teams and also students who support these activities).

1. Community Service Activity Materials



2. Analysis Result

- **Needs analysis:** from the results of discussions during the mentoring, it was found that there was a lack of knowledge about preparing business plans, difficulties in marketing, business capital, and creative ideas.
- **Evaluation of the mentoring process mentoring** methods used through training and mentoring and their effectiveness enthusiasm of participants in discussions
- **Impact analysis:** strengthening the clover icon as "kampong semanggi" through knowledge and creativity of the clover peyek business, strengthening the position of clover batik for innovation.

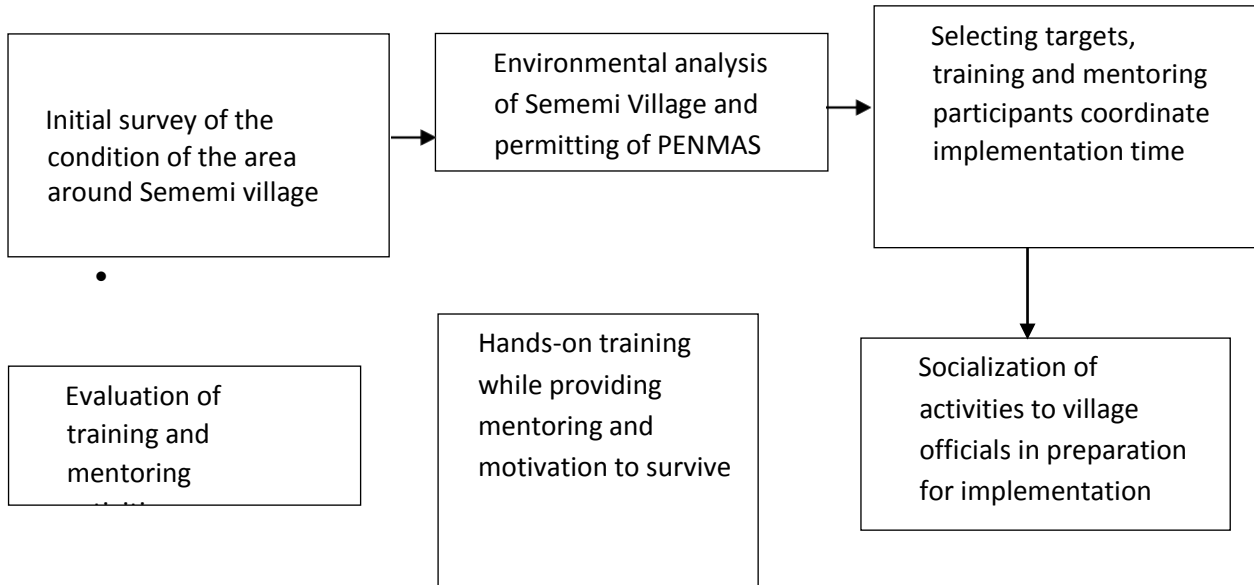
RESULTS AND DISCUSSION

Partner Contribution

- The financial resources provided, the participants who were presented in the community service activities were small business actors in Sememi Village from those represented by each RT RW device as well, and they were enthusiastic about discussions, questions and answers in the business sharing session.
- The expertise and knowledge shared, the core event of the FEB UWKS lecturer team, there are four teams that also socialize and provide assistance to the participants.
- Allocated human resources, for the business actors present, some of them are independent businesses and some of them are members of the Sememi UMKM, such as semanggi batik and semanggi food.
- Contributions in the form of goods and services provided as a form of gratitude for the permit in Sememi Village, we provide a mini green house in the form of a hydrophone, complete with vegetable seeds and catfish so that it can be put to good use.
- **Outcomes and Impacts:**
 - The results achieved through partnerships lead to successful assistance in preparing business plans for micro-entrepreneurs and undertaking subsequent business plan development.
 - Semanggi batik micro-entrepreneurs, for example, have marketed their products to government offices for uniforms even though they are still constrained by human resources.

- Flowchart of the mentoring process,

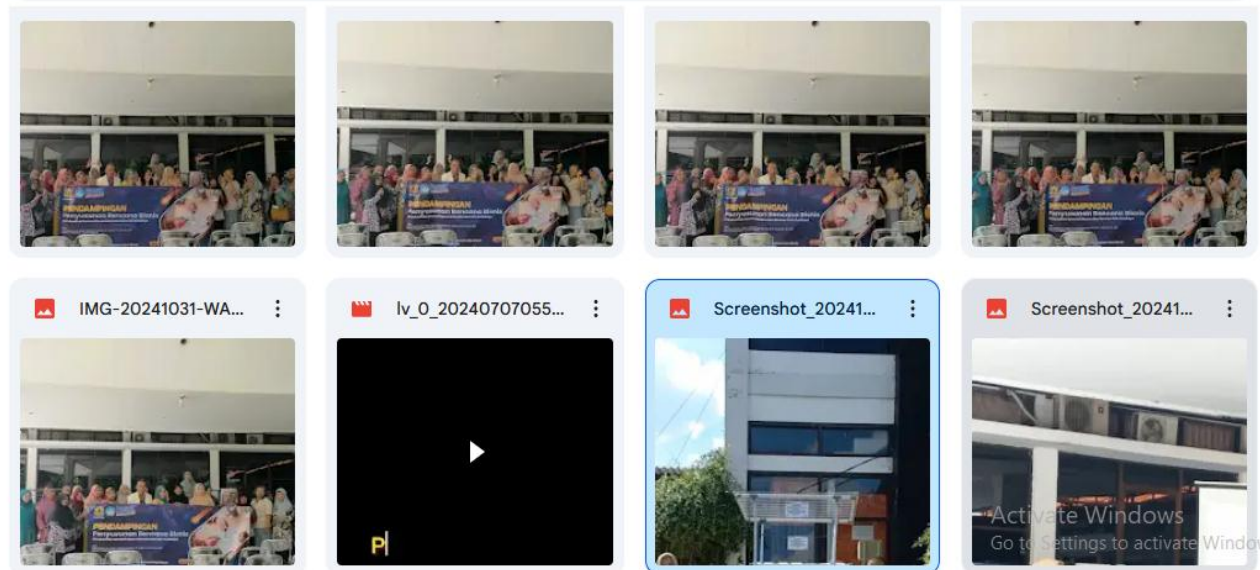
fig.1 Flow of Community Service Activity Stages



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CONCLUSION

- Micro-entrepreneurs in "semanggi" villages and "batik semanggi" producers may lack formal business training, hindering their ability to understand complex business concepts or develop comprehensive business plans. Traditional business practices and mindsets may make it difficult to introduce new ideas or encourage the adoption of innovative approaches. Small enterprises often

operate with limited financial resources, limiting their capacity to invest in training, marketing or business development activities.

- Effective communication and coordination between lecturers, small business owners, and local authorities is essential but difficult, especially with different schedules and priorities. The training programs developed by lecturers may not be fully aligned with the specific needs and challenges faced by Sememi Village SMEs and Sememi batik producers, this is because the indigenous people who live in Sememi Village are still thick and adhere to the local wisdom culture for a long time so sometimes the biggest obstacle to making a mindset change is that it is difficult to accept suggestions from newcomers.

ACKNOWLEDGMENT

1. **Targets that have not been achieved:** Specific targets that were not fully achieved during the initial implementation period, with the reason being that the semnaggi business is hereditary so if there is a suggestion for a creative business plan they are less supportive, for example, making clover peyek or clover chips.
2. **Customized actions as follow-up: Tailored Strategies with** modifications to program strategies or activities based on lessons learned during initial implementation. These may include:
 - Adjust training content to address identified knowledge gaps.
 - Provide more practical support in implementing the business plan.
 - Strengthen relationships with relevant government agencies or private sector actors.
 - **Resource Allocation:** Still require additional resources (financial, human, or technical) needed to effectively implement the action plan.
3. Sustainability and long-term impact
 - a. **Capacity Building:** Describe the plan to build the capacity of community members or local organizations to provide ongoing support to "semanggi" village umkm and "batik semanggi" producers even after the formal community service program ends.
 - b. **Networks and Partnerships:** Describe efforts to build ongoing partnerships with local stakeholders (e.g., business associations, government agencies) to ensure continued support for the initiative.
 - c. **Monitoring and Evaluation:** Propose mechanisms for ongoing monitoring and evaluation of program impact, even after the formal implementation phase. This will help track progress, measure long-term outcomes, and make necessary adjustments.

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