

ABSTRACT

THE DESIGN OF BUSINESS PROPOSAL PLANNING AND IMPLEMENTATION AT UMKM KAYU MANIS BATAM

ERIKA

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The business proposal used by UMKM Kayu Manis Batam has not followed by system development that took place in Batam City not that UMKM Kayu Manis Batam are still not getting sponsors or investors who want invest in UKM Kayu Manis Batam. The author conducted a study that took place at UKM Kayu Manis Batam and made a new Business Proposal that was updated with the developments that occurred so that the business proposal made by the author could help UKM Kayu Manis Batam.

Business proposals made by hardcopy based authors or a report. At the earliest stage the author made a visit to UKM Kayu Manis Batam to obtain more complete information, such as the background business of Kayu Manis Batam so that the author could carry out the research and solve the problem. In Business Proposal of UKM Kayu Manis contains business background, company information, owner or management background, expected output, market analysis and marketing (STDP), Business analysis (SWOT), problems and solution problems and implementation methods.

UKM Kayu Manis Batam will implement the Business Proposal, cooperation Agreement and Pitch Deck to express investors who will invest in the business. Therefore, a business proposal, a cooperation agreement and pitch deck made by author can help UKM Kayu Manis Batam in obtaining investors. The hope the the author gives to Kayu Manis Batam is an updated Business Proposal, cooperation agreement that can be used and fulfills the legal system requirements, and pitch deck which has been updated so that everything that author has done can help Kayu Manis Batam.

Keywords: Business Proposal, Cooperation Agreement and Pitch Deck