

Penyusunan laporan keuangan dan analisis kelayakan investasi dalam pengembangan produk CV Citra Grafika Mandiri = Creation of financial statement and investment feasibility analysis in product development of CV Citra Grafika Mandiri

Ferry Firmansyah, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20497717&lokasi=lokal>

Abstrak

Penelitian ini berupa kegiatan Business Coaching yang dilakukan terhadap CV Citra Grafika Mandiri yang berlokasi di Poris, Tangerang. Hasil dari serangkaian interview terstruktur kemudian dianalisis menggunakan beberapa teori analisis yakni STP, Marketing Mix, Business Model Canvas, Porters 5 Forces, SWOT, gap analysis dan pareto analysis. Hasil analisis menunjukkan bahwa terdapat dua masalah utama yang dihadapi oleh CV Citra Grafika Mandiri, yakni: 1) Belum tersedianya laporan keuangan yang rapi, dan 2) Perlunya analisis kelayakan investasi dalam pengembangan produk UMKM. Kegiatan Business Coaching ini diharapkan dapat membantu CV Citra Grafika Mandiri pada khususnya dan juga UMKM lain pada umumnya dalam meningkatkan kinerja usahanya.

.....This research is in the form of Business Coaching activities that were conducted on CV Citra Grafika Mandiri which is located in Poris, Tangerang. The results of structured interviews were analyzed using several analytical theories namely STP, Marketing Mix, Business Model Canvas, Porters 5 Forces, SWOT, gap analysis and pareto analysis. The results of the analysis show that there are two main problems faced by CV Citra Grafika Mandiri, which were: 1) The unavailability of financial statement, and 2) The need for an investment feasibility analysis in developing new product. This Business Coaching activity is expected to help CV Citra Grafika Mandiri in particular as well as other SMEs in general in improving their business performance.