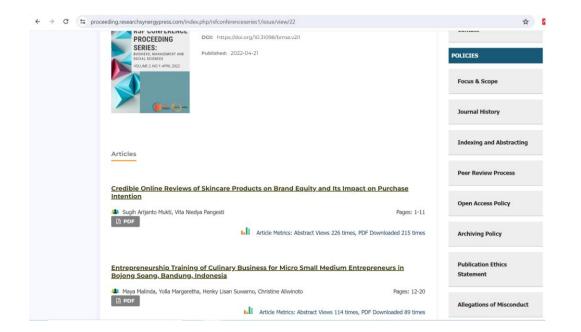https://proceeding.researchsynergypress.com/index.php/rsfconferenceseries1/article/view/512

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Entrepreneurship Training of Culinary Business for Micro Small Medium Entrepreneurs in Bojong Soang, Bandung, Indonesia

Maya Malinda, Yolla Margaretha, Henky Lisan Suwarno, Christine Aliwinoto

Maranatha Christian University, Indonesia

Abstract

Business success is determined by many factors, one of which is determined by having the ability or entrepreneurial skills. By looking at government directives that are serious about developing Micro, Small and Medium Enterprises (MSMEs) to improve their entrepreneurial abilities and skills, research is in synergy with the university research roadmap, namely Enhancing competent, professional, and creative Human Resources so that they become entrepreneurs based on the creative economy. There needs to be efforts to improve entrepreneurial skills. The purpose of this research is to map the condition of MSME actors in Bojong Soang, Bandung, West Java, Indonesia, especially those who have culinary businesses. Support the government in terms of alleviating poverty problem through capacity building and skills among MSME entrepreneurs; Assist the government through appropriate training methods to improve Entrepreneurship Training for MSME entrepreneurs with special topic Business Canvas Model; combines expertise from various fields. The research method we use is quantitative research method with descriptive study case format. Collecting data in Bojong Soang, Bandung, West Java, Indonesia on 76 MSME culinary business. The Research founding after entrepreneurship training, give good result that in range 77% -97% MSME know or understand their Business Model. Women MSME have high formal education than man MSME. Mostly MSME need sales and marketing topic to make them business growth.

Keywords: *MSMEs, Entrepreneurship Education, Entrepreneurship Training for MSMEs, Culinary Business, Bojong Soang*

INTRODUCTION

Entrepreneurship education using entrepreneurship training for Micro, Small and Medium Entrepreneurs (MSMEs) will be discussed in this study. Discussing about entrepreneurship cannot be separated from the spirit and character of entrepreneurs as well as the skills inherent in business actors. Many government efforts continue to be carried out to develop the soul and character as well as improve entrepreneurship skills in collaboration with universities. Maranatha Christian University as a university has repeatedly been trusted to be a partner of the government in providing Entrepreneurship learning through various activities, one of which is in the Bojong Soang area. Entrepreneurship training for MSME in topic Business Model Canvas (BMC) is to provide material and assistance in the implementation of its business.

Research problem we meet for Micro, Small and Medium Entrepreneurs (MSMEs) at Bojong Soang, Bandung, West Java, Indonesia needs to develop and growth their business, but lack of understand how to map their business. MSMEs at Bojong Soang need entrepreneurship education and training to help them elevate their business.

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The material provided can be in the form of mapping their business which is divided into nine dimensions presented by Osterwalder et al (2010) which consists of customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost. structures. In addition, there is also financial planning training which was discussed in previous research. This study will focus on mapping the activities of Culinary Business actors in Bojong Soang regarding the nine dimensions of Osterwalder et al (2010).

Objective to this research: first to know result after entrepreneurship training of topic BMC, to know understanding of Bojong Soang MSMEs to map their business. Second to know their education background of MSMEs give information spirit for learn. Third to know MSMEs need for the next education training topic to elevate their business. Fourth try to find reason MSMEs want to be entrepreneur.

Novelties of this research, as we know, less research discuss Entrepreneurship Training for MSMES, especially with BMC topic. MSMES who follow training 76 person, we can assume enough data for descriptive analysis, because for BMC analysis one by one respondents. We believe that this research can give new spirit to explore and to empower MSMES at Bojong soang, Bandung, West Java, Indonesia and also can give insight for other places to held Entrepreneurship training.

LITERATURE REVIEW

In the literature review we will discuss Entrepreneurship for SME, Entrepreneurship Education for MSMEs and Business Model Canvas for SME. We use term SME or MSMEs because not many research focus on MSMEs or using term MSMEs sometimes MSMEs call SME.

Entrepreneurship for SME
According to Lucky and Olusegun (2012), entrepreneurship and SME have been acknowledged to be important tools for economic transformation and economic growth of a country. Royo et al (2022) analyze the combinations of innovation, financial, and sustainable development conditions that enhance the entrepreneurship level of a country and they find that entrepreneurship level of a country is simultaneously related to both its innovation level and its Country Risk Score. Nasar et al (2021) stated that entrepreneurship requires innovative actions to pursue an opportunity in the marketplace and according to Borah et al (2022), innovation capabilities also have a positive and significant direct impact on sustainable SME performance so both entrepreneurship and SME must have innovation in it.

Entrepreneurship Education for MSMEs.
Entrepreneurial education can, therefore, influence the performance of entrepreneurs by enhancing their profitability, entrepreneurial spirit, entrepreneurial attitudes, and chances of survival (Ho M-HR, 2018). Furthermore, the importance of entrepreneurship education to the economy has also been recognized for ensuring rapid economic growth and a positive environment (Kassean, H et al., 2015; Warnecke, 2013).

Business Model Canvas (BMC) for SME

Globally, SMEs are the most dominant business sector in the world and have a critical role in creating jobs, stimulating entrepreneurial skills in terms of innovation and promotion (Thrassou et al., 2020). SMEs are a "catch-all" category for micro, small developing and medium enterprises. However, SMEs are a dynamic and growing population, with salient characteristics and unique features. Compared to large enterprises, SMEs face challenges due to limited external and internal capabilities of knowledges (Liu & Tang, 2019).

One of the designs of business model is business model canvas (BMC). The BMC is used to describe how a firm creates value, relates to its consumers and gets revenue from a set of operations (Osterwalder, 2004 on (Groot et al., 2019)).

According to the implementation of business model canvas for SMEs. There are indicators SME's business model canvas.

Table 1. Indicators SME's Business Model Canvas

	Dimension	Indicators
BMC Dimensions for SMEs	Value Proposition	Problems of customers, needs, that can be addressed by products provided by SME
	Customer segment	Customers' type
	Revenue streams and model	Potential market, revenue in Rp/Year; Revenue in use;
	Customer relationship	Approach of engagement to the consumers
	Channels	Channels provided by SME to crafting support purchase, awareness, to provide and deliver after sales
	Key activities	Activities to maintain the customer relationships and value proposition
	Key resources	Asset, people, and other resources needed
	Key partners	Partners who facilitate or support to run of the business
	Cost Structure	Variable and fixed costs, competition

Source: (Long et al., 2016), (Chong, 2015), (Groot et al., 2019)

METHODOLOGY

Research method for this paper, we use postpositivism quantitative research method with format descriptive. (Denzin and Lincoln, 2011), (Creswell and Creswell, 2018). (Kemp et al., 2018).Explore experience entrepreneurship training for MSME in case study at Bojong Soang, Bandung, Indonesia who have culinary business in time range 1-5 years.
This quantitative descriptive used case study data from MSMEs Bojong Soang, Bandung, West Java, Indonesia selected through purposive sampling. According to(Lavrakas, 2008) , purposive sampling determines samples based on certain criteria or considerations. Reason selected Bojong Soang MSMEs, because the local government of Bojong Soang in collaboration with Maranatha

Christian University aims to develop MSMEs in their area. Therefore, Bojong Soang become MSME development area of the Maranatha Christian University.

This study obtained of questionnaire with two type close and open questions, filled in by 76 samples culinary MSMEs Bojong Soang. that met the sample criteria were business owners taking BMC entrepreneurship training, such as 31 respondents are male (40,79%), and 45 respondents are female (59,21%). Majority of the respondents have senior high school education.

The criteria for identifying the sample were MSMEs taking entrepreneurship training with Business Model Canvas BMC Topic. Primary data were collected using a questionnaire based on BMC dimensions. We give information to 76 Culinary MSMEs about Topic Entrepreneurship and Business Model Canvas. After training, we are using questioner we evaluate Bojong Soang MSMEs to know they are understanding BMC for their own business.

FINDINGS AND DISCUSSION

Table 2. Value Proposition

MSME & Answers	'Do you know the value (benefit) your product provides to the Customer?'.
man	**31**
No	5
Yes	26
woman	**45**
No	4
Yes	41
Grand Total	76

Indicator of Value Proposition is MSME know the problems of customers, needs, that can be addressed by products provided by SME. Table 2 showed that 41-woman MSMEs answer yes, and 26-man MSMEs answer yes. More than 88% answers yes, this revealed Bojong Soang MSME understand about their own value proposition.

Several answer yes to explain their business value proposition, benefit for customer: nutritious food for children, foods made without preservatives, for diet and detox, fulfilling human needs, healthy and nutritious snack. clean, hungry delay. improve body metabolism, makes you full and delicious, source of energy in the morning and to satisfy the desire for food, taste is good, price is low, taste satisfaction, the distinctive taste of the cake that is produced, the taste is good, the seasoning is absorbed, the portion is bigger, to be healthy.

Table 3 About Customer Segment explain that for man MSME, when they asked business Do you know the customer segments of your business? 29 Man MSME answer yes, or and 39 Woman MSME answer yes. More than 89% answers yes for understanding customer segment.

Table 3. Customer segment

MSME & Answers	Do you know the customer segments of your business?
man	**31**
No	2

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Yes	29
woman	**45**
No	6
Yes	39
Grand Total	76

Indicator of customer segment is Customers' type
Several answers from MSME at Bojong Soang know about their customer segment or customer type of Culinary Business: Children, teens and adults, anyone who orders/needs (family, friends, neighbors) Canteen or co-op in government offices. Bank. School, close friends, College student, Husband's office employees, complex mothers, sometimes hotels employees. Product of MSME at Bojong Soang Culinary Business.

Table 4. Channels

MSMEs & Answers	Do you know through which channels (communication, distribution and sales) your customer segments are reached?
man	**31**
No	3
Yes	28
woman	**45**
No	5
Yes	40
Grand Total	76

Table 4 explain 68 MSME or 89% MSMEs man and woman at Bojong Soang know they business channel.
Indicator of Channels provided by SME to crafting support purchase, awareness, to provide and deliver after sales
Several answers to explain them know their business channel to reach the customer; The communication channel used through the Direct selling WhatsApp (WA)personal, SMS, B2C, Door to Door or face to face, word of mouth. Communicate and post on social media.

Table 5. Customer Relationship

MSMEs & Answers	Do you know the types of relationships your customer segments expect to build and maintain with them?
man	**31**
No	5
Yes	26
woman	**45**
No	6
Yes	39
Grand Total	76

In table 5 customer relationship explain understanding of MSME at Bojong Soang is 85%.
Indicator of Customer Relationship is Approach of engagement to the consumers
Several answers from respondent regarding type of relationships to maintain the customer.

Providing service differentiation, serving according to each customer's style, Best friend, Communicate regularly, give Discount, service, Friendly and also understand customers, accepts criticism and suggestions from customers, good quality of food and service, Good relationship and be a partner, Good relationship and become a regular customer, Good relationship, good taste and give the best; good service, listen to consumer complaints and suggestion, chat; Hospitality and courtesy; Keep giving good service so that consumers are interested in buying, Keep in touch, kinship, Like family, Maintain trust and relationships with customers, Through the products provided and many variations of taste; Trust and satisfaction with the product; Trust, consistent taste.

When we ask 'Do you know for what value your customers are willing to pay/buy your product? To find dimension of revenue steam. Around 90% of MSME answers yes, showed in table 6.

Table 6 Revenue stream

MSME & Answers	'Do you know for what value your customers are willing to pay/buy your product?
man	**31**
No	4
Yes	27
woman	**45**
No	3
Yes	42
Grand Total	76

Indicator of Revenue stream is Potential market, revenue in Rp/Year; Revenue in use

The answers for question 'Do you know for what value your customers are willing to pay/buy your product? Customers are willing to buy Authentic Sundanese taste. Affordable taste and price. Because our products are kind of food. Because the only shop in the fishing area is Ibu Eli's shop. The place is clean, so consumers feel comfortable. Coupled with the friendly service. Because they are satisfied with the products sold. Changes in body shape and product safety guaranteed by official institutions. Delicious and cheap, Delicious, and distinctive taste. Delicious, the price is still relatively low, not fixed on the price. Due to the uniqueness of the product. For the satisfaction value of taste, price, service. For the value of friendship because there is no one to provide for it. Good product Pay for product quality, Quality & quantity. Rate the quality and the time of the celebration of the holidays on buying. To ensure hygienic product quality. To get satisfaction from me with good food. Uniqueness, Innovation, taste, price

Table 7. Key Resources

MSMEs & Answers	'Do you know what key resources your business needs?'.
man	**31**
No	1
Yes	30
woman	**45**
No	4
Yes	41
	76

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Table 7 revealed 93% MSME Know they Key resources of their business. 41-woman and 30 -man

MSME. Indicator of Key Resources are Asset, people, and other resources needed.
Mostly the respondents understand and know what key resources your business needs. This several answers: Raw materials for cooking such as meat, vegetables, and spices, depend on their culinary business, production equipment, then working capital, employees, places, trading equipment, human resources, wheels, motorbikes

Table 8. Key Partners

MSME & Answers	'Do you know the key partners that support your business?
man	**31**
No	7
Yes	24
woman	**45**
No	10
Yes	35
Grand Total	76

Table 8 showed 77% respondent answers yes to know they key partner. Indicator of Key Partners are Partners who facilitate or support to run of the business. Several answers form question 'Do you know the key partners that support your business? basic food supplier (market), family or relative, Buyer, Cassava Farmer, suppliers of supporting materials. Contacts from suppliers or markets, Fishing Owner, Labor, Wholesale Supplier.Grocery store Macaroni sellers, seasoning sellers and product packaging sellers.

Table 9. Key activities

MSMEs & Answers	'Do you know the main activities in your business?'.
man	31
No	1
Yes	30
woman	45
No	4
Yes	41
Grand Total	76

93% of respondent answers yes know their main activity. Indicator of Key activities is activities to maintain the customer relationships and value proposition. Main activity for MSMEs in Bojong Soang is: Waiting for the shop and making other products. Buy and sell online; buy groceries, store in the shop; Buy raw materials and produce yourself. Buying and selling through electronic media; Buying cassava, grating cassava, printing, steaming. Marketing, production the process of purchasing, manufacturing, and selling materials. Material purchasing, material management and sales

Table 10. Cost structure

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MSMEs & Answers	Do you know what the critical cost components in your business?
man	**31**
No	1
Yes	31
woman	**45**
No	2
Yes	43
Grand Total	76

Indicator Cost Structure are Variable and fixed costs, competition

The Answers for Critical cost for MSMEs at Bojong Soang: Cost of raw materials for Production; packaging. Employee salaries and manufacturing costs. Material purchasing, material management, promotion channel cost. operational costs and raw material costs. Place capital, raw material costs, and labor costs. Production costs, raw materials. Production, operational costs. Raw material cost, transportation costs. Promotion fee, space rental cost, equipment cost. Table 10 revealed the answer of MSMEs about cost structure. This result is the highest percentage, 97% answers yes know their cost structure.

CONCLUSION AND FURTHER RESEARCH

Different finding with previous research done by Child et al, their found development of business models in the SMEs context has not got much interest from academics and as a result, it is still unclear about the potential and role of business models for SMEs in creating added value through innovation in technology (Child et al., 2017). This research has several conclusions: first this research revealed after get Entrepreneurship training about Business Model Canvas, Bojong Soang Cullinary MSMEs mostly understand their own Business Model in range 77%-97% in nine dimensions of BMC. Second for survey mostly woman MSME have high formal education than man MSMEs. Third this research found for sustainable their culinary business of Bojong Soang MSMEs need training sales, marketing, and how to manage their operational and employees. Fourth we found the high reason MSMEs want to be entrepreneur is they prefer to be independent. This condition also revealed that MSME need more Entrepreneurship Training to empower themselves to be great entrepreneurs and help the national economic growth.
Further research can find more MSMEs who have business more than 5 years. The next research we can compare the result MSMEs who have more experience and early stage of business, such as more than 5 years' experience.

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