



**BUSINESS IMPROVEMENT FOR SMALL MEDIUM
ENTERPRISE OF ORNAMENTAL FISH**

THESIS

**Submitted As of the requirements to obtain
Magister Manajemen**

By

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**FACULTY OF BUSINESS
MASTER OF TECHNOLOGY MANAGEMENT
STUDY PROGRAM
CIKARANG
SEPTEMBER 2023**

APPROVAL PAGE

BUSINESS IMPROVEMENT FOR SMALL MEDIUM ENTERPRISE OF ORNAMENTAL FISH

By

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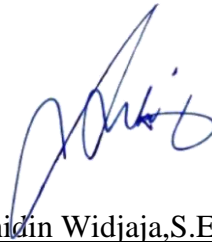
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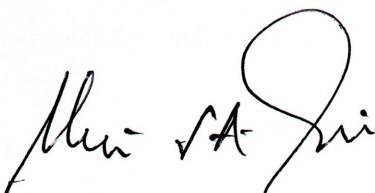
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ABSTRACT

During the Covid-19 pandemic spread to Indonesia, most of industries were struggling to survive. However, it did not happen to Small Medium Industry (SME), especially in service industry like selling ornamental fish. During Covid-19 many people do their hobbies to look after ornamental fish, one of the most popular is Chana fish. The objectives of this research are to identify the internal and external factors that hindered the business to grow and to devise strategies to improve their performance. The company under study is an SMEs selling fish through offline and online store. Based on initial survey, the company having problems in planning, executing and internal controlling of their operations, as a result the company lost opportunities as well as loss of making profit. This research was conducted using qualitative methods by conducting interviews and field observations, business process operations. The data collected then analyze using SWOT (Strengths Weaknesses Opportunities and Threats). The results of this research were developing strategies to improve the business. Among the strategies need to develop are creating standard operating procedures (SOP) in business process operations; 2) A Management information systems (MIS); 3) Improve the competence of existing employees; 4) Improve marketing strategies; 5) Select reliable & competitive suppliers, and open a nursery for breeding fish; 6) Business diversification; 7) Maintaining good after sales services; 8) Maintaining the availability for stable electricity and 9) Increase the security of sales locations.

Keywords: *SME, Sales, Chana fish, SWOT, Procedure, Internal Control.*

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Cikarang, September 2023



Miftahussurur

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