



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

THESIS

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

By

Miftahussurur

023202105016

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

SIMILARITY INDEX REPORT

Turnitin Miftahussurur

ORIGINALITY REPORT

8%

SIMILARITY INDEX

7%

INTERNET SOURCES

3%

PUBLICATIONS

5%

STUDENT PAPERS

PRIMARY SOURCES

1

www.getmaintainx.com

Internet Source

1%

2

proceedings.conference.unpas.ac.id

Internet Source

1%

3

www.atlantis-press.com

Internet Source

1%

4

ejournal.upi.edu

Internet Source

<1%

5

Submitted to University of Glamorgan

Student Paper

<1%

6

resmilitaris.net

Internet Source

<1%

7

thebabe.stiebankbpdjateng.ac.id

Internet Source

<1%

8

Submitted to Universitas Siswa Bangsa Internasional

Student Paper

<1%

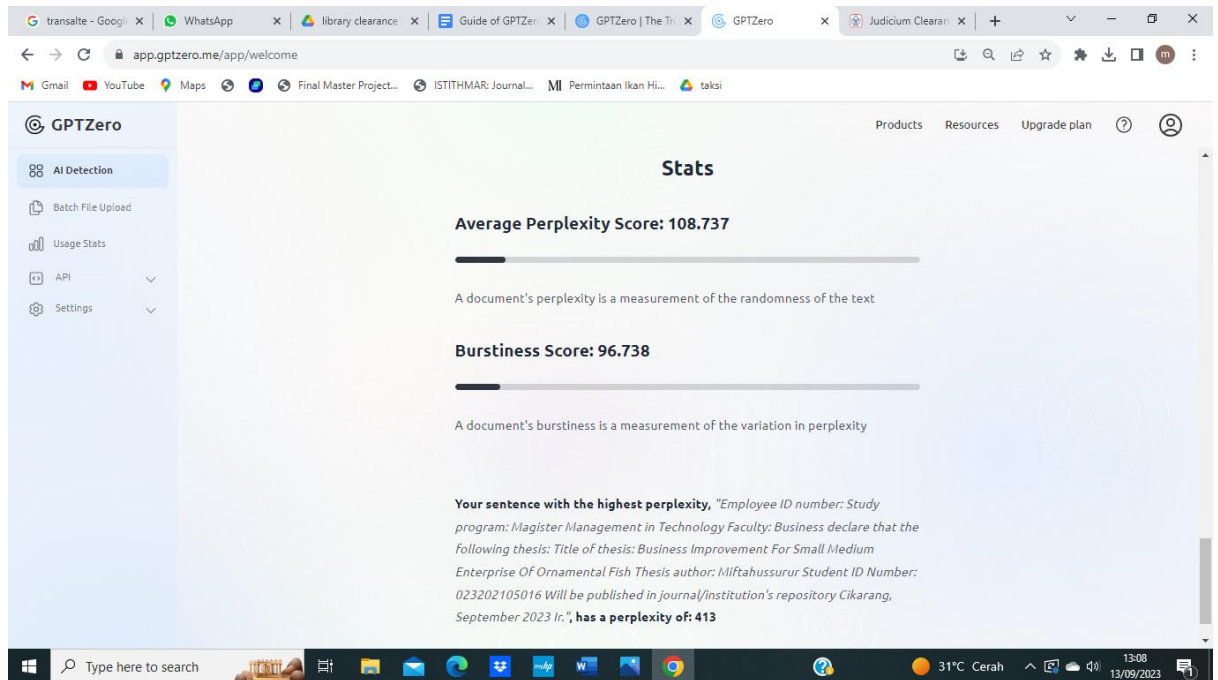
9

iocscience.org

Internet Source

<1%

Result of GPT ZERO Check



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 thru 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.

TABLE OF CONTENTS

BUSINESS IMPROVEMENT FOR SMALL MEDIUM ENTERPRISE OF ORNAMENTAL FISH.....	i
APPROVAL PAGE.....	ii
PANEL OF EXAMINERS APPROVAL SHEET.....	iii
ACKNOWLEDGEMENT	iv
STATEMENT OF ORIGINALITY.....	v
SIMILARITY INDEX REPORT.....	vi
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	xii
ADVISOR APPROVAL FOR PUBLICATION	xiii
TABLE OF CONTENTS.....	xiv
LIST OF FIGURE	xvi
LIST OF TABLE	xvii
ABSTRACT.....	xviii
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Profile of the Business.....	6
1.3 Business Issue.....	6
1.4 Problem Statement.....	8
1.5 Research Questions	9
1.6 Research Objectives	10
1.7 Research Scope and Limitation	10
1.8 Research Outline	10
CHAPTER II LITERATURE REVIEW	12
2.1 Business Overview	12
2.2 Business Process.....	13

2.3	Porter's Five Forces Analysis.....	17
2.4	Marketing Strategy	20
2.5	SWOT Analysis.....	23
2.6	Internal Control	26
CHAPTER III RESEARCH METHODOLOGY		30
3.1	Research Framework	30
3.2	Initial Observation	31
3.3	Problem Identification	31
3.4	Literature Review	31
3.5	Data Collection and Data Analysis.....	32
3.6	Conclusions and Recommendations.....	35
CHAPTER IV RESULTS AND ANALYSIS		36
4.1	Business Process.....	36
4.2	Analysis of Marketing Strategy (Using 7P)	49
4.3	Financial Analysis	56
4.4	Five Porter Analysis	61
4.5	SWOT Analysis.....	65
4.6	Business Implementations	76
CHAPTER V CONCLUSION AND RECOMMENDATIONS		82
5.1	Conclusion.....	82
5.2	Recommendation.....	83
REFERENCES		85

LIST OF TABLE

Table 2. 1 Business Process Modelling Nation Symbol	16
Table 4. 1 Threat and Internal Control Weakness during business process.....	48
Table 4. 2 Income Statement of ABCD Merchant	57
Table 4. 3 SWOT Matriks	67
Table 4. 4 Strategies and Programs	74

LIST OF FIGURE

Figure 1. 1 Actual Sales vs Sales Record.....	5
Figure 2. 1 Business Process Graph	10
Figure 3. 1 Research Framework	27
Figure 4. 1 Business Process Of ABCD Merchant.....	33
Figure 4. 2 Business Process Flowchart	34
Figure 4. 3 Product of Ornamental Fish in ABCD Merchant	46
Figure 4. 4 Five Porter Analysis	55