SUMMARY

This Entrepreneurship Project Report discusses the planning, implementation, and evaluation of the "Sempol Ayam Dyumaa" business, a culinary business engaged in the production and sale of MSG-free chicken sempol in Sragen Regency. This business was established as an implementation of entrepreneurship knowledge by offering healthy and high-quality products at affordable prices, along with various filling options and sauce choices to increase consumer appeal.

The preparation of this report aims to describe the 6business management process, starting from market situation analysis, production processes, management systems, and marketing strategies to business feasibility analysis. The analysis was conducted using the Segmentation, Targeting, Positioning (STP), Strengths, Weaknesses, Opportunities, Threats (SWOT), and Business Model Canvas (BMC) approaches as the basis for determining business development strategies. Product marketing was carried out through direct sales and digital media such as WhatsApp, Instagram, and TikTok, enabling the business to expand its market reach.

The results of the analysis show that the "Sempol Ayam Dyumaa" business has good prospects for further development. With efficient production costs, the business is able to generate profits from each production process, achieve a good profit margin, and provide a relatively fast return on investment. In addition, the MSG-free product innovation, various filling options, maintained product quality, and good service provide added value that can increase the competitiveness of the business amid competition in the culinary MSME sector.

Based on the results of the entrepreneurship project implementation, it can be concluded that "Sempol Ayam Dyumaa" is a feasible business to continue developing. In the future, this business is expected to increase its production capacity, expand its marketing network and partnerships, and continue to innovate its products in order to provide benefits to the community, create employment opportunities, and contribute to the development of MSMEs in Indonesia.