

## MENTORING AND TRAINING ON BUSINESS PLAN PREPARATION: CAMPUS ROADSHOW COLLABORATION WITH DIPLOMAT SUCCESS CHALLENGE

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### ABSTRACT

One of the keys to successfully starting a business is the ability to express brilliant ideas or insights that are creative and innovative and have high economic/commercial value into a proper and realistic business plan. One of the efforts that can be carried out to improve student competence is to prepare a business plan through training and mentoring. This community service activity (PKM) is a systematic service activity, namely a team of lecturers from Undaris Kab. Semarang collaborating with Diplomat Success Challenge (DSC). PKM activities are carried out using the PAR (Participatory Action Research) method. The total number of participants was 183 students. The stages carried out in this service are the planning stage, the implementation stage (presentation of material by the speakers, discussions, work practices), and the evaluation stage. The results of the service found that participants were able to take part in interactive activities, some participants were able to compile business plan proposals and submit their proposals via the web at <https://www.diplomatsukses.com/>; and participants were very satisfied with the activities carried out. Further recommendations are to be carried out more intensively and target participants more broadly in the form of training and mentoring activities.

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### ABSTRAK

Salah satu kunci sukses memulai usaha adalah adanya kemampuan menuangkan ide-ide atau gagasan cemerlang yang kreatif dan inovatif dan mempunyai nilai ekonomi/komersial tinggi ke dalam perencanaan bisnis yang matang dan realistis. Salah satu upaya yang dapat dilakukan untuk meningkatkan kompetensi Mahasiswa adalah menyusun rencana usaha melalui pelatihan dan pendampingan. Kegiatan pengabdian kepada masyarakat (PKM) ini merupakan kegiatan pengabdian yang terkoordinir yakni tim Dosen pengabdian Undaris Kab. Semarang berkolaborasi dengan Diplomat Success Challenge (DSC). Kegiatan PKM dilaksanakan dengan metode PAR (Participatory Action Research). Peserta berjumlah 183 Mahasiswa. Tahap yang dilakukan pada pengabdian ini adalah tahap perencanaan, tahap pelaksanaan (presentasi materi oleh narasumber, diskusi, praktik kerja) dan tahap evaluasi. Hasil pengabdian menemukan bahwa peserta mampu mengikuti kegiatan dengan interaktif, beberapa peserta dapat menyusun proposal rencana bisnis dan telah mensubmite proposalnya melalui web <https://www.diplomatsukses.com/> dan peserta merasa sangat puas dengan kegiatan yang dilaksanakan. Rekomendasi selanjutnya untuk dilaksanakan lebih intensif dan sasaran peserta lebih luas, dengan bentuk kegiatan pelatihan dan pendampingan

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### Kata kunci:

Rencana Usaha; Campus Roadshow; Diplomat Success Challenge (DSC)

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## INTRODUCTION

Entrepreneurship is an attitude, spirit and ability to create something new that is very valuable and useful both for oneself and others. Entrepreneurship is a mental attitude and spirit that is always active or creative in empowering, creating, working and being unpretentious and trying to increase income in its business activities. A person who has an entrepreneurial character is always never satisfied with what he has achieved. In principle, entrepreneurs are people who have entrepreneurial character and apply entrepreneurial natures in their lives (Hasan, 2022).

Research data reveals that out of 100 founders of high-growth companies, very few entrepreneurs do business planning in the early stages. In fact, 41% of them do not have a business plan, 26% only have a simple plan, 5% only make financial projections, and 28% make a clear business plan. In practice, there are still many business owners who do not consider business planning a mandatory requirement. Most business owners only run their businesses based on their experience. In addition, as previously explained, a business plan is one of the most important steps in entrepreneurship. A business plan will become increasingly relevant in running an entrepreneurship, especially if it is related to the time orientation of achievement (Hechavarria, 2017).

A lot of people say that "ideas" are expensive. Of course, not just any idea, but an idea that has commercial value, and the idea is written in a business plan. Actually, many people have brilliant ideas, great ideas, and high commercial value, but the idea is still just an idea and even a passing dream; the great idea was never written down, communicated to other parties, or implemented (Hapsari, 2024).

One of the ways that a business that will be carried out can win the competition is the need for a business plan. Business planning will ensure that the business can run as directed and in accordance with the specified objectives. Many people want to create a business, but they are always constrained by the amount of capital that must be large and do not have a shop or place of business. Moreover, there are those who are even worse because they do not have an idea to open a business. A business plan can lead business owners to a more successful business because the purpose of a business plan is to sharpen the direction and goals of the company to achieve the desired goals, as a means of communication to attract consumers, and as a tool to find third parties (Advisor, 2020). Based on this, the business plan has two important functions, which are guidelines for business success and a tool for applying for capital from investors (Trisninawati, 2014).

In preparing a business plan, comprehensive and organized writing is needed so that the document can be easily understood and trusted by various interested parties (Parahiyanti, et al., 2020). Therefore, each component of the business plan needs to be explained as well as possible. There are several important components that must be present in a business plan, such as industry analysis, business description, production plan, operation plan, marketing plan, organizational plan, and financial plan (Hisrich, et al., 2017). At present, increased competence is needed for students as a provision for making business plans after completing their studies and in the middle of fierce business competition in order to compete in the business world.

Based on the explanation above, the service implementation team is interested in providing assistance and training in preparing a business plan: Campus Roadshow Collaboration with Diplomat Success Challenge to improve the competence of Undaris students in Semarang Regency. This is due to the importance of business planning when facing business competition. Some of the important reasons for having a business plan from the start of a business include that it can be used to test the possibility of business survival (Hidayah, 2021).

## METHOD

The method in this activity is conducted by the PAR (Participatory Action Research) method, which focuses on community assistance (A. Afandi et al, 2022) and is carried out systematically, collaboratively, and sustainably in order to create a transformation of the service subject (E. Irawan, 2020), in this case, students of Darul Ulum Islamic Center Sudirman University (Undaris), Semarang Regency. The PAR approach was chosen because it has advantages, which are providing opportunities for the community to learn, allowing participants to gain direct experience in overcoming problems, and active collaboration between researchers and research

subjects that will result in social change or improvement in a particular context (P. D. Septingrum et al, 2023) in this case, assistance and training in preparing a collaborative business plan with Diplomat Success Challenge (DSC).

The PAR model begins with a study of the problems faced by the community, determining solutions, planning actions, and implementing plans to achieve the set goals (I. S. Wekke, 2022). The service steps with the PAR method (Participatory Action Research) is described as follows:



Figure 1: Participatory Action Research Process

The implementation of the process is conducted using the following methods:

1. Interviews, to obtain information related to the general profile of the service subject, the problems faced by the service subject, and opportunities for improvement that can be made by the servant. Conducted by servants with Undaris students, Semarang Regency, collaborates with the diplomat success challenge.
2. A group discussion forum, to determine the appropriate program and technical implementation of mentoring and training.
3. Implementation of the program, in the form of training on writing and submitting proposals through <https://www.diplomatsukses.com/>, in which 183 students from various faculties participated.
4. Monitoring and evaluation of the program, carried out by servants by controlling the process of writing and submitting business plan proposals before September 10, 2024, and conducting periodic reporting to Diplomat Success Challenge (DSC) as a collaborator in the activity.

## RESULTS AND DISCUSSION

### A. Results of Community Service

Community service activities that are formulated in the form of assistance and training in preparing business plans include the following stages

#### 1. Planning Stage

The activity planning stage began with collecting information on student needs openly through a Google Form on June 8, 2024, through various social media platforms. At the information collection stage, data or themes that students need to follow to develop their competencies after graduating from college were obtained. The data is presented in the diagram below:



Diagram 1. Themes of Materials offered

By observing the enthusiasm of students with various themes offered, the service team deliberated on following up on this service with the theme of Assistance and Training in Preparation of Business Plans in collaboration with Diplomat Success Challenge. After determining the material to be delivered, a schedule of activities was determined, which was held at the A.H. Mansur Undaris Hall, Semarang Regency, on July 11, 2024, with a target of 500 students as participants. In recruiting participants, flyers were distributed openly through social media and filling out Google Forms for free registration.



Figure 1. Flyer of Service Activities

Flyer distribution was carried out from June 9 to July 11, 2024, and the students who registered were 248. However, on the day of the event, the Business Plan Preparation Assistance and Training was attended by 183 participants.

2. Implementation Stage
 

The Business Plan Preparation Assistance and Training stage is divided into three (3) activities, the following:

  - a. Presentation of material by speakers

Before starting the material at the event, there was an opening by the head of the service team, Muhammad Arif Rakhman, SE, ME, followed by the delivery of material in this training by the first speaker, namely material and socialization related to networking proposals via the web: <https://www.diplomatsukses.com/>, and providing tips on preparing business plan proposals. The second speaker is Dr. Uswatun Khasanah, M.Pd.I conveyed how to open a business in the digital era and how to manage it. The third speaker conveyed how to expand relationships for novice businesspeople

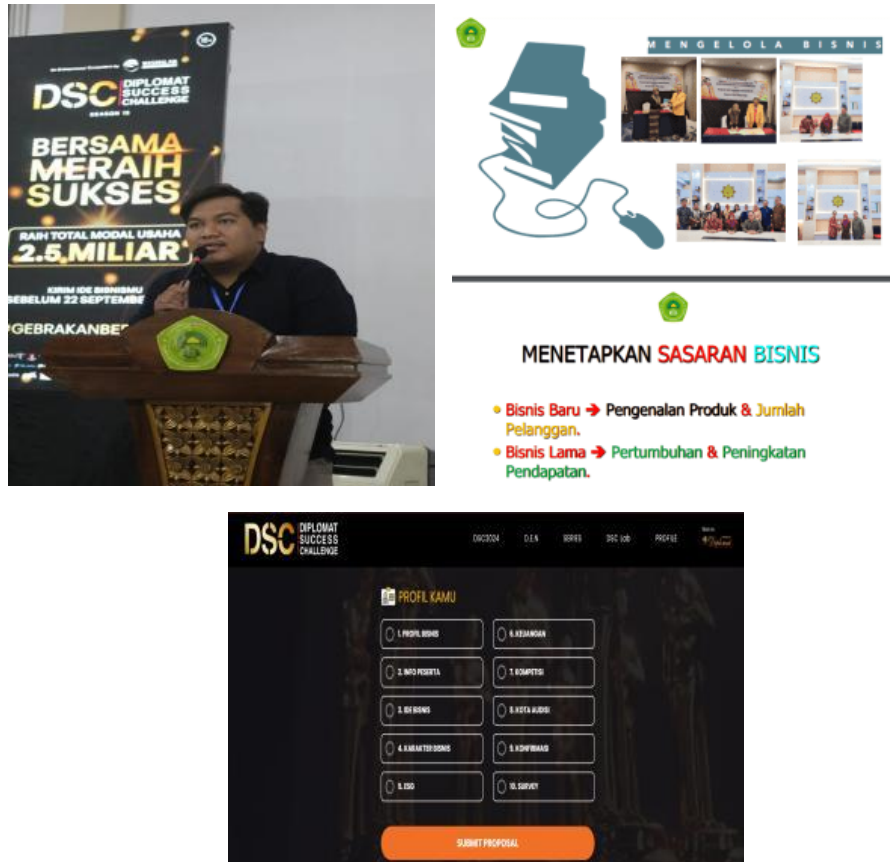


Figure 2. Speech and Presentation of Materials

b. Diskusi

The next stage was a discussion conducted by the speaker and the participants. This stage applied the question-and-answer method in order to provide space for participants to confirm the information obtained from the speaker.



Figure 3: Discussion Activities between Participants and Speakers

### c. Work Practice

At this stage, the students made a business plan proposal, which would later be submitted via the web. <https://www.diplomatsukses.com/> until the deadline on September 10, 2024. Further assistance is carried out online through the WhatsApp group.

### 3. Evaluation Stage

The mentoring and training on the preparation of business plans overall ran well. At this stage, the servants will also do mapping on how many participants submit business plan proposals, which are monitored through WhatsApp groups. After the training activities, an evaluation of the activities was also conducted by distributing participant satisfaction surveys on the activities held. Evaluation of feedback on activities found that the training received positive responses from participants, as shown in the diagram below:

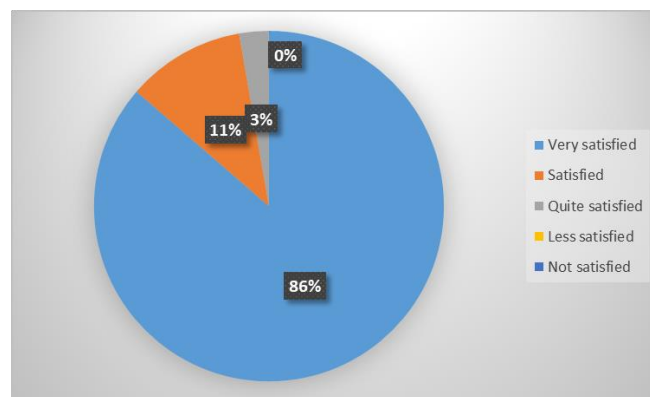


Diagram 2. Participant Satisfaction with Training

From the diagram, it can be seen that the activities that have been implemented have had a significant positive impact on participants. The factors that cause participant satisfaction can be various, ranging from the quality of activity implementation and relevance to the needs of participants to the interaction between the service team and participants. The successful achievement of a participant satisfaction level of 86% also indicates that the service effort has provided real and relevant benefits to participants. This can be a strong foundation to continue improving the quality and relevance of community service activities in the future.

## B. Discussion

Basically, a business is something that individuals or groups must be ready to be profitable and ready to lose, business does not only depend on money and capital; many factors support the implementation of a business (Setiari, 2013). Business is carried out by an organized group of people with the aim of making a profit by producing and selling goods or services to fulfil consumer needs and demands (Sahroni, 2022). Hughes and Kapoor define business as an organized individual business activity to produce and sell goods and services for profit in order to meet the needs of society and exist in the industry (Sutaguna, 2023). A person who seeks money and time by taking risks in carrying out business activities is called a businessman or entrepreneur (Hasan, 2018).

Business planning is closely related to entrepreneurship, because it is done in order for the results of business creation to be close to reality (Masdiana, 2023). It is hoped that with good business planning, the planning and reality will have a fairly small difference. Therefore, this business plan can be used as a guideline for business creation. Therefore, it can be defined that a business plan is a written document prepared by an entrepreneur that describes all relevant elements, both internal and external, regarding the company to start at business time. (Putri, 2023).

Business planning is the whole process of figuring out what will be done in the future in order to achieve the goals that have been set. This is very important because business planning is a work guideline for an

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entrepreneur. In general, business planning regulates the processes of business activities, production, marketing, sales, business expansion, business finance, purchasing, human resources, and the provision or procurement of equipment (Tahir, 2024).

In this service, the service team collaborated with the Diplomat Success Challenge (DSC), which is the largest entrepreneurship competition program in Indonesia. In the speech of the head of the research team, he said that the Diplomat Success Challenge Program is an entrepreneur for all people, and hopefully students will be able to create jobs after graduation. Based on the results of collecting business proposals in this DSC program, there will be more than 1700 data entered. So, he hopes that the DSC Season 15 participants at Undaris Kab. Semarang will qualify for the next round.

This service program has been carried out according to plan. Quantitatively, a total of 183 participants have attended the training from start to finish. This indicates that the program has succeeded in reaching a wide range of students who want to improve their competence in mentoring and training in making business plans. This number also shows the high enthusiasm and interest of the students to participate in the training. The implementation of this training activity is due to supporting factors, namely the great interest and motivation of students as training participants. (Trisnawati, 2024).

In addition, encouraging results can also be seen from the enthusiastic number of participants who have succeeded in preparing proposals and then submitting their proposals via the web. <https://www.diplomatsukses.com/> as a form of assistance from the service program. The submission of business plan proposals made by participants throughout this service was carried out, indicating the success of the training, although the number needs to be increased. There were several participants who successfully submitted their proposals via the web. <https://www.diplomatsukses.com/>, it can be seen that the program not only provides training, but also encourages participants to produce business plan proposals that are useful in the long term.

Qualitatively, participants during the activity were active and enthusiastic in carrying out questions and answers in the discussion session. The seriousness and enthusiasm of the participants in carrying out questions and answers in the discussion session indicated that the training was successful in creating an interactive and collaborative learning environment. The active discussions showed that the participants were not only passive listeners, but also actively contributed to the training, sharing ideas and discussing challenges and solutions in the mentoring and training on business plan formulation. The success of the training was also reflected in the participants' responses or testimonials about the benefits of the activities, which stated that the training was very useful.

## CONCLUSION

Competency strengthening activities for Undaris students in Semarang Regency: Assistance and Training on Business Plan Preparation: Campus Roadshow Collaboration with Diplomat Success Challenge, namely providing assistance to students in preparing business plans. Through the training that was carried out, it was found that the participants were able to participate in the activity interactively, and the participants were able to compile and submit their proposals through the web at <https://www.diplomatsukses.com/>. The participants were very satisfied with the activities carried out. The next community service activity is recommended to be carried out more intensively, and the target subjects in the service are broader and formatted in the form of training and mentoring activities.

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