

BUSINESS PLANNING BASED ON GREEN MANAGEMENT, SHOULD BE SUSTAINABLE?

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ABSTRACT

Development of Micro, Small, and Medium Enterprises (MSMEs) must be carried out. One of the important factors in developing a business is carrying out good and focused business planning. One of the factors that makes it difficult for MSMEs to develop is the lack of a well-planned business plan. Having a sustainable business is certainly the dream of every business person. The reason is, currently there are many risks that can threaten business continuity. Carrying out community service activities in a post-pandemic period like this is very challenging for our implementing team. We also adapt the form of activity to the needs and desires of MSME players who are hungry for information regarding the preparation of business plans that can support business success with the aim of being able to have an advantage in business competition after the pandemic, which of course will result in changes in business activities. By preparing a business plan based on green management which has become a trend among business drivers in a well-planned and well-planned manner, improving the performance and sustainability of MSME businesses can be possible. It is hoped that this socialization will make it easier for MSMEs, especially those in the Marunda Flats, Marunda Village, Cilincing District, North Jakarta. to be able to make the business competitive and sustainable.

Keywords: Business Planning, Green Management, Performance, MSMEs

1. INTRODUCTION

Small and medium business actors create millions of new jobs, improve people's welfare, reduce unemployment, make the nation smarter, increase the nation's competitiveness, make the nation proud on the international stage, and various other noble actions (Soegoto, 2013). Development of Micro, Small, and Medium Enterprises (MSMEs) must be carried out. One of the important factors in developing a business is carrying out good and focused business planning. . One of the factors that makes it difficult for MSMEs to develop is the lack of a well-planned business plan. Having a sustainable business is certainly the dream of every business person. The reason is, currently there are many risks that can threaten business continuity. Whether it is due to climate change factors or socio-economic conditions. However, it is not uncommon for businesses to not last long due to internal factors or within the business itself. Business Plan is a written document that describes the business idea and all the relevant internal and external elements involved in launching a new venture. It describes the nature and context of the business opportunities and the plans to exploit the opportunity. It is usually an integration of functional plans in finance, marketing, manufacturing, and human resources. It serves as a road map for the entrepreneur. David H. Bangs, Jr. states that an entrepreneur who cannot plan is actually planning to fail (Alma and Buchari, 2006)

Currently, not many people realize the benefits of sustainable business, both for companies and human survival. Fortunately, the idea of sustainable business is increasingly being implemented by companies in Indonesia. Even though the figure is still at 40%, the tendency to increase is still there. This idea also raises a glimmer of hope. As more and more companies implement sustainable business concepts, the future of the earth and humans will be increasingly secure. According to Cronin Er al in Suhiarto and Dewi (2016), one of the concepts related to efforts to save the environment is the environmentally friendly concept where the environmentally friendly concept is widely applied as a business strategy, both in the fields of production, marketing, human resources and other fields. With increasing environmental challenges, particularly regarding the impacts of climate change and overuse of natural resources, governments, decision makers, economic actors and civil society organizations are turning their attention to green growth strategies and win-win solutions for climate action and sustainability. The World Bank defines green growth as economic growth that is environmentally sustainable and which aims to operationalize sustainable development by enabling developing countries to achieve growth. without locking yourself into unsustainable patterns. Green growth must be seen as inclusive and available and possible

for all countries (Wibowo, 2022). According to research conducted by Wu and Liu (2022), Green Management (GM) is important not only for company competitiveness but also has social and health benefits, the public and government often expect companies to implement it.

Formulation of the problem, Based on situation analysis and interviews with several MSME actors in Marunda Flats, Marunda Village, Cilincing District, North Jakarta, several problems that are obstacles can be formulated. These problems include poorly planned business planning which improves the performance and sustainability of MSME businesses. Even in terms of business planning, business planning steps that are more focused on making room for implementing environmentally friendly management are certainly not yet in the minds of MSME actors in Marunda Flats. So, in an effort to improve the performance and sustainability of the business, preparing a business plan for business sustainability based on "Green Management" will be an advantage for business actors.

Community Partnership Program activities aimed at MSMEs in Marunda Flats, Marunda Village, Cilincing District, North Jakarta. aims as follows: 1. Can provide socialization on how to prepare and plan business plans for business sustainability based on "Green Management". 2. Provide knowledge about the importance of maintaining the sustainability of the earth's environment, 3. Provide motivation for managerial skills, innovation and entrepreneurship.

2. METHOD

The Community Partnership Program Implementation Activities are divided into three stages, namely the preparation, implementation, and monitoring stages. The following are the details of the steps to be taken:

a. Preparation Stage

The stages of preparation carried out before the activity and conveyed to the partner group are:

Preparation of extension and training programs, extension programs, and training programs so that the activities carried out become more organized and directed. This program covers all matters of a technical, managerial, and scheduling nature (schedule) with stages: a). Preparation of training modules; Management modules include: Technical assistance, handling, and exploration. b). Preparation of training facilities and infrastructure. This preparation includes the provision of training and counseling facilities and infrastructure. c). Field coordination. Field Coordination, d). Socialization of program implementation to the community is carried out at the activity location, namely following the agreed field. This socialization activity will be carried out 2 times so that there is an understanding and common perception about the purpose of this application. The first socialization is non-formal with the Head of the Lurah.

b. Implementation Phase

Implementation phase are as follows : a) Entrepreneurship Socialization The second socialization aims to explain in more detail the goals and benefits of entrepreneurship as well as explain the training material (opening a mindset). This socialization was facilitated by the distribution of training modules. b) Business Project Opening Training. This training is a follow-up to the socialization activities that have been carried out. This training is through direct practice methods in the field. Friends who have been given the existing theory in the module then directly carry out entrepreneurial practices. This activity will be guided by instructors who have carried out the training. It is hoped that this training can be carried out comprehensively and continuously to ensure that the community really understands and masters the training independently and that this group is the parent/core group that will then carry out regeneration in their respective regions.

c. Evaluation Stage

Monitoring and Evaluation Phase. Monitoring is carried out intensively by the implementing team for each activity to ensure that the implementation of activities can go according to plan. Evaluation is done by monitoring so that if there is a problem it is immediately resolved. Evaluation is carried out at each stage of the activity, while the evaluation design is about how and when the evaluation will be carried out, the criteria, objective indicators, and benchmarks used to declare the success of the activities carried out.

3. RESULTS AND DISCUSSION

Results

Participants who attend this Community Service receive a form of training in the form of providing theory and business planning material by selling homemade, environmentally friendly products.

Providing theory and material, including explaining how to prepare a business plan. By making a good business plan, participants will have problems in creating obstacles in increasing their business, hopefully they can find a solution.

Provide theory and material about a good relationship between business development plans and maintaining the environment well by providing exposure to business management based on "Green Management"

Based on the explanation of the Community Partnership Program (PKM) implementing team in resolving the problems that occurred at the Marunda Flats MSMEs, Marunda Village, Cilincing District, North Jakarta, it can be seen that they were very enthusiastic and participated in taking part in the training. The contributions that partner groups will make in supporting this activity are: 1. There is good cooperation between the Marunda Flats MSMEs, Marunda Village, Cilincing District, North Jakarta and the activity implementation team. 2. UMKM Marunda Flats, Marunda Village, Cilincing District, North Jakarta Very interested and appreciated this activity. 3. High motivation from Marunda Flats MSMEs, Marunda Village, Cilincing District, North Jakarta as training participants.

Discussion

The main problem is caused by members of MSME actors in Marunda Flats, Marunda Village, Cilincing District, North Jakarta, who do not yet understand how to plan well so that creative ideas to improve business sometimes cannot be realized properly. The second is about the business risks they face so that can be minimized and third is the lack of understanding by MSME players about global phenomena which makes many people more concerned about environmental sustainability so that they can excel in market competition, so it is necessary to understand business management with Green Management. From their problems, the first problem can be overcome by means of business planning, all ideas and creativity can be put into business planning and analyzed according to the resources owned and also analyzed whether they are in accordance with market desires. The second problem can be overcome with a well-made business plan so we can get an idea of what business risks will be faced so that we can carry out analysis and be able to create strategies for handling business risks that will be faced in the future and the third can be overcome by understanding of business management, implementing it with Green Management.

4. CONCLUSIONS

Conclusions

The conclusions obtained from the implementation of this community service are:

1. Participants in this training gain knowledge about how to prepare a business plan well to minimize the business risks they will face
2. Participants understand the training on green management

Recommendation

Suggestions for implementing this community service are:

1. The selection of service program material should be closely related to the research theme so that there is a common thread connecting the two, namely in the form of special knowledge.
2. Training should be held continuously, or at least twice a year so that the material delivered is not just the basics.
3. We will continue to intensify this socialization program to increase awareness and understanding regarding the preparation of business plans for MSME members in Marunda Flats, Marunda Village, Cilincing District, North Jakarta.





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