

CHAPTER V

CLOSING

A. Conclusion

This final report on entrepreneurship was prepared as a form of academic accountability for the entrepreneurial activities carried out by the author. During the implementation of the business, the author gained direct experience in managing a business in the field of event organizing and event equipment rental.

This activity covers various important aspects in the world of entrepreneurship, such as business planning, resource organization, operational implementation, financial management, and evaluation of results and development strategies. Based on the entire process that has been carried out, it can be concluded that this business has considerable growth potential, especially with the increasing public demand for practical, creative, and integrated professional event services.

Hasil yang dicapai mencakup peningkatan jumlah pelanggan, pertumbuhan aset. These include more comprehensive event tools, increased business turnover, and the development of partnerships with other vendors such as catering, decoration, and documentation services.

Promotional strategies through social media and digital marketing approaches, including Search Engine Optimization (SEO), have proven effective in expanding market reach and enhancing business visibility. These activities also provided the author with practical insights into real-world business challenges, such as time management, dealing with clients of various personalities, responding to changing market needs, and maintaining consistent service quality.

Success in entrepreneurship is not only determined by ideas or initial capital, but also by discipline, adaptability, creativity, and good risk management. Entrepreneurial activities can be said to be successful in achieving most of the objectives that have been set. This venture not only provides financial benefits, but also serves as a valuable practical learning platform for the development of entrepreneurial competencies, both in an individual and professional context.

B. Advice

1. **Improvement of Operational and Managerial Systems:** Businesses will be more efficient if supported by structured management systems, such as the use of management software, tool inventory applications, and digital financial recording systems. This will facilitate comprehensive business monitoring and reduce the potential for manual errors.
2. **Service Innovation and Product Diversification:** To respond to ever-changing market needs, businesses need to innovate regularly. For example, by offering hybrid services (a combination of offline and online events), thematic event concepts that are in line with current trends, and all-in-one packages that cover a range of customer needs in a single solution.
3. **More Targeted Marketing Strategies:** Digital marketing must continue to be optimized, not only through social media, but also by building a professional website, using Google My Business, and conducting paid advertising campaigns and Search Engine Optimization (SEO) optimization. This is important to attract a wider market and reach more specific customer segments.

4. Strengthening Branding and Business Reputation: A strong and professional brand identity is a key differentiator in the competitive service industry. Therefore, it is important to build a consistent business image, from logos and promotional designs to communication with clients and customer testimonials as proof of service quality.
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With these suggestions, the author hopes that this business will continue to grow and become more professional in the future. In addition, it is hoped that this report will inspire and motivate other students to dare to start their own businesses and contribute to creating jobs and economic growth in the community.

