

## **ABSTRACT**

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### **INDEPENDENT ENTREPRENEURS STRATEGY IN DEVELOPING FROZEN FOOD & FRUITS BUSINESS**

*Entrepreneurship is a means to overcome the increasing number of unemployed. Most of these activities are also very helpful for entrepreneurs in meeting the needs of many people. Growing young entrepreneurs can be a way to help the economy and foster an entrepreneurial spirit as a way out for reducing the unemployment rate because young people are expected to become talented entrepreneurs capable of starting their own businesses. To develop a business, in the implementation of professional work, entrepreneurs must carry out strategies in full, such as implementing marketing and management strategies that are right on target. Strategy is a plan of action (a series of company activities) including the use of methods and utilization of various resources or strengths. With the existence of a strategy is the process of preparing a work plan, it has not yet come to action. The strategy is achieved to achieve certain goals, meaning that the direction of all strategic decisions is the achievement of goals. Therefore, before determining a strategy, it is necessary to formulate clear objectives and its success can be measured. Entrepreneurship can be defined as someone who is persistent in trying to carry out a business activity with the aim of achieving results to be proud of. Independence is an attitude not to depend on other people for decisions. So an independent entrepreneur is someone who runs an entrepreneur must be able to live independently not depend on other people, be able to make decisions about a problem in his business.*

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