

ABSTRACT

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BASIC MATERIAL ENTREPRENEURIAL BUSINESS DEVELOPMENT STRATEGY

Entrepreneurship is one way to overcome the high unemployment rate. Most entrepreneurial activities also greatly help the business world in meeting the needs of many people. Because the younger generation is expected to become educated young entrepreneurs and can start their own businesses, encouraging young entrepreneurs will support household finances, and encourage the younger generation to foster an entrepreneurial spirit as one way to reduce the high unemployment rate. To build a business, entrepreneurs must fully implement their strategies, including implementing targeted marketing and management strategies. A strategy is a plan of action (a set of company activities) that involves the use of methods and the use of various resources and strengths. Therefore, strategy is the process of creating a work plan that has not yet been translated into action. Strategies are developed to achieve specific goals. This means that the direction of all strategic decisions is towards achieving goals. Therefore, before determining a strategy, practitioners must develop clear goals and measure their success. An independent entrepreneur is a person who runs a business who must be able to live independently without depending on others and be able to make decisions in business matters.

Keywords: Independent Entrepreneur, Business Development