

THE EFFECT OF BUSINESS PLANNING AND RECORD ON ENTREPRENEUR SUCCESS

by Formaida Tambunan

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| Formaida Tambunan^{1,*} | Renika Hasibuan² |

¹Faculty of Economics and Social Sciences, Universitas Sari Mutiara Indonesia, Medan, Indonesia

²Faculty of Economics and Social Sciences, Universitas Sari Mutiara Indonesia, Medan, Indonesia

*formaidatambunans@yahoo.com

ABSTRACT

The problem that has always been in the government's spotlight is the low number of jobs, so the solution is entrepreneurship. Many food and beverage business people ignore business planning and recording so that it has an impact on the slow and even undeveloped business they run. Therefore, someone who is an entrepreneur needs a business plan and records in order to achieve success in entrepreneurship. The purpose of this study was to determine "The Influence of Business Planning and Records on Entrepreneurial Success. This research is an associative quantitative study with the population being all food and beverage entrepreneurs in Tanjung Rejo Village and the sample is a total population of 57 respondents. The research instrument used was a questionnaire and analyzed using multiple linear regression. The results show that business planning and records have an effect on entrepreneurial success. In connection with the results of this study, it is recommended to all people who want to be entrepreneurs and especially entrepreneurs to always make good plans and keep records of every business activity that is carried out.

KEYWORDS

Planning, Business Records, Entrepreneurial Success.

INTRODUCTION

The problem that is always in the government's spotlight is the lack of employment opportunities to overcome unemployment so that it has an impact on the country's economy. The number of job seekers is more than the number of existing job vacancies. Therefore, to overcome this, of course one must take another alternative in order to be able to produce something that is beneficial for himself and also for others and the solution is entrepreneurship. But to be a successful entrepreneur is not as easy as many people think. There are various challenges that must be faced by every entrepreneur, from small things to big things. If this cannot be planned properly, then an entrepreneur will not be successful in entrepreneurship. Entrepreneurial success can be determined through the development of capital or assets. There are several opinions and research results which state that someone who is an entrepreneur needs the role of parents as founders (Wiratna and Tambunan, 2017), self-confidence and strong determination (Tambunan 2018), adversity question (Tambunan, 2020), business planning and records. where the planning referred to in this case is the vision and mission, short-term and long-term strategies, operations, products, information technology, while in the case of business records it is defined to determine the extent of the business being carried out such as sales records, finances (Hendro, 2011), The next step is to require patience, venture capital and others in running a business where some of these things are referred to as factors that influence the success of entrepreneurship. Through good planning will help an entrepreneur determine priorities in entrepreneurship. A business plan

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