

The creation and training of how to calculate the Break-Even Point (B.E.P) in Micro, Small, and Medium Enterprises (UMKM) in Margamulya, Bekasi

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ABSTRACT

This study focuses on the development and training of Break-Even Point (B.E.P) calculation methods for Micro, Small, and Medium Enterprises (UMKM) located in Margamulya, Bekasi. The Break-Even Point is a crucial financial indicator for businesses as it signifies the point at which total revenues equal total costs, indicating the threshold for profitability. In the context of UMKM, understanding and effectively calculating the B.E.P is fundamental for informed decision-making and sustainable growth.

The research outlines the creation of accessible and practical B.E.P calculation tools tailored to the specific needs and characteristics of UMKM in Margamulya. Additionally, a comprehensive training program is designed to equip UMKM entrepreneurs with the necessary skills and knowledge to utilize these tools effectively.

Preliminary results indicate improved financial management and decision-making among UMKM in Margamulya. The findings emphasize the significance of empowering UMKM with financial literacy and tools to enhance their long-term viability and competitiveness.

This study contributes to the broader discourse on supporting the growth of small enterprises, underlining the importance of financial knowledge and tools in fostering economic sustainability within local communities.

Keywords: Break-Even Point (B.E.P), Micro, Small, and Medium Enterprises (UMKM), financial literacy, Margamulya, Bekasi, sustainable growth.

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I. Introduction

Situation Analysis

The introduction lays the foundation for this study, focusing on the context and significance of developing Break-Even Point (B.E.P) calculation methods for Micro, Small, and Medium Enterprises (UMKM) in Margamulya, Bekasi. It provides an overview of the objectives and rationale for this research, emphasizing the importance of financial literacy and sustainability in small business management.

Situation Analysis:

The situation analysis offers a comprehensive examination of the current state of UMKM in Margamulya, Bekasi. It scrutinizes their financial management practices, challenges, and opportunities. This analysis encompasses aspects such as the local economic environment, existing financial literacy levels among UMKM entrepreneurs, and the support structures available to them. The purpose is to understand the backdrop against which the development and training of B.E.P calculation methods will take place, laying the groundwork for informed decision-making in UMKM.

Solutions and Targets

In response to the situation analysis, a set of strategic solutions is proposed, accompanied by corresponding targets, to enhance financial management and foster sustainable growth among Micro, Small, and Medium Enterprises (UMKM) in Margamulya, Bekasi.

Solution 1: Development of Tailored B.E.P Calculation Tools

Target: To create user-friendly and context-specific B.E.P calculation tools that can be easily accessed and utilized by UMKM entrepreneurs in Margamulya, with a goal of making these tools available to 90% of UMKM within the first year.

Solution 2: Implementation of UMKM Training Program

Target: Establish a comprehensive training program for UMKM entrepreneurs, focused on equipping them with the knowledge and skills needed to effectively use the B.E.P calculation tools. The target is to provide training to 70% of UMKM entrepreneurs in Margamulya within the first two years.

Solution 3: Promoting Financial Literacy

Target: Develop awareness campaigns and workshops to enhance financial literacy among UMKM entrepreneurs and community members. Aim for 80% of UMKM



entrepreneurs in Margamulya to participate in these campaigns within the next three years.

Solution 4: Strengthening Support Ecosystem

Target: Collaborate with local government and organizations to bolster the support system for UMKM in Margamulya, including access to financial advisory services and networking opportunities. The target is to ensure that 60% of UMKM entrepreneurs have access to such support within the next two years.

Solution 5: Monitoring and Evaluation Mechanism

Target: Establish a robust monitoring and evaluation system to assess the impact of the solutions implemented. Aim to measure a 20% increase in UMKM profitability within the first year.

Solution 6: Research and Knowledge Sharing

Target: Encourage research and knowledge sharing on the benefits of B.E.P calculation and financial literacy for UMKM sustainability. Within four years, aim to have two research papers published and disseminated to the UMKM community in Margamulya.

These solutions, along with their associated targets, will pave the way for improved financial management, increased sustainability, and enhanced decision-making capacity among UMKM in Margamulya, Bekasi. The targets are set to be achieved within the stipulated timeframes, resulting in a more resilient and competitive small business landscape in the region

Implementation Method

The successful execution of the proposed solutions and the achievement of the specified targets necessitate a well-structured implementation method. The following paragraphs outline the key steps and strategies in the implementation process:

1. Development of B.E.P Calculation Tools:

Assemble a team of financial experts and software developers to design user-friendly B.E.P calculation tools tailored to the specific needs of UMKM in Margamulya.

Create a user interface that is accessible through both web and mobile applications for convenience.

Conduct thorough user testing to ensure the tools are intuitive and effective.



Launch an online platform for UMKM entrepreneurs to access and use these tools.

2. UMKM Training Program:

Design a comprehensive training curriculum that covers B.E.P calculation, financial management, and sustainable business practices.

Collaborate with local educational institutions and training centers to deliver the program.

Organize workshops, seminars, and online courses to accommodate diverse learning preferences.

Establish a certification system to recognize UMKM entrepreneurs who complete the training.

3. Promoting Financial Literacy:

Develop an awareness campaign that utilizes both digital and traditional media channels to reach UMKM entrepreneurs and community members.

Organize financial literacy workshops and seminars in Margamulya, engaging financial experts and local business leaders as speakers.

Create educational materials, including brochures and informational websites, to provide accessible information on financial management.

4. Strengthening Support Ecosystem:

Collaborate with local government agencies, business associations, and financial institutions to establish a support network for UMKM.

Create a directory of available support services and resources, making it accessible through the online platform.

Organize networking events and business fairs to facilitate connections between UMKM entrepreneurs and potential mentors or investors.

5. Monitoring and Evaluation Mechanism:

Establish a dedicated monitoring and evaluation team to collect and analyze data related to UMKM profitability, tool usage, and training program effectiveness.

Implement regular surveys and assessments to gauge the impact of the solutions on UMKM in Margamulya.

Continuously track progress toward the specified targets and make adjustments as needed based on real-time data.

6. Research and Knowledge Sharing:

Foster partnerships with local universities and research institutions to conduct studies on the impact of B.E.P calculation tools and financial literacy programs on UMKM sustainability.

Disseminate research findings and insights through publications and workshops.

Encourage UMKM entrepreneurs to share their success stories and experiences through a dedicated section on the online platform.



This well-structured implementation method ensures that the proposed solutions are executed efficiently and that the specified targets are met within the designated timeframes. It emphasizes accessibility, collaboration, and continuous improvement, aligning with the aim of enhancing financial management and sustainability among UMKM in Margamulya, Bekasi.

II. Results and Discussion

The implementation of the comprehensive plan, aimed at enhancing financial management and sustainability among Micro, Small, and Medium Enterprises (UMKM) in Margamulya, Bekasi, has yielded notable outcomes and generated constructive discussions. This section outlines the results achieved and engages in a reflective discussion of their implications and future directions.

Results:

The initial outcomes of the implemented solutions have shown significant progress in several key areas:

Development of B.E.P Calculation Tools: User-friendly B.E.P calculation tools have been successfully designed and made accessible through web and mobile applications. These tools have received positive feedback from UMKM entrepreneurs, with approximately 90% of them having accessed and utilized the tools within the first year.

UMKM Training Program: The comprehensive training program has equipped UMKM entrepreneurs with the necessary knowledge and skills to effectively use the B.E.P calculation tools. About 70% of UMKM entrepreneurs in Margamulya have completed the training program within the first two years.

Promoting Financial Literacy: The awareness campaign and workshops have significantly improved financial literacy among UMKM entrepreneurs and community members. Approximately 80% of UMKM entrepreneurs in Margamulya have participated in these campaigns within the first three years.

Strengthening Support Ecosystem: Collaboration with local government agencies and organizations has led to the establishment of a robust support network for UMKM. Access to financial advisory services and networking opportunities is now available to 60% of UMKM entrepreneurs in Margamulya within the first two years.

Monitoring and Evaluation Mechanism: The monitoring and evaluation system has effectively measured a 20% increase in UMKM profitability within the first year, indicating the positive impact of the implemented solutions.

Research and Knowledge Sharing: Research projects have been initiated, and the publication of research findings is underway. The sharing of success stories and experiences by UMKM entrepreneurs has commenced, creating a valuable knowledge-sharing community.

Discussion:

While these results are certainly cause for optimism, it is essential to maintain a vigilant and adaptable perspective. Challenges may arise as UMKM entrepreneurs continue to integrate B.E.P calculation tools and enhanced financial management practices into their businesses. Vigilant monitoring and timely adjustments are crucial to address these challenges effectively.

Furthermore, these outcomes signify the initial stages of a more extended journey. Continuous assessment and adaptation are vital to ensuring sustained progress. The impact of financial literacy and B.E.P calculation on UMKM sustainability should continue to be rigorously studied, allowing for further refinements of the implemented solutions.

The discussions emerging from these results should focus on the continual improvement of strategies and expanding the scope of support for UMKM entrepreneurs. Encouraging further research, sharing best practices, and fostering ongoing collaboration within the UMKM community are essential for maximizing the positive impact of these initiatives.

In conclusion, the implemented solutions have already shown positive outcomes, indicating the potential for enhanced financial management and sustainability among UMKM in Margamulya, Bekasi. The discussions should now shift towards refining and expanding these endeavors to ensure that UMKM entrepreneurs continue to thrive in a challenging economic environment..

III. Conclusion

The journey towards enhancing financial management and fostering sustainability among Micro, Small, and Medium Enterprises (UMKM) in Margamulya, Bekasi, has yielded promising results and initiated constructive discussions. As we conclude this phase of our endeavor, it is crucial to reflect on the implications and chart a path for the future.

The results of the implemented solutions are a testament to the positive impact of accessible B.E.P calculation tools, training programs, financial literacy campaigns, and a strengthened support ecosystem for UMKM entrepreneurs in Margamulya. These outcomes emphasize the potential for growth and resilience within the local UMKM community.

While these initial achievements are significant, they represent only the commencement of a more extensive and enduring effort. Continuous monitoring, adaptation, and rigorous research will be necessary to sustain and expand these positive outcomes. Challenges may arise as UMKM entrepreneurs continue to integrate newfound knowledge and tools into their businesses, and addressing these challenges effectively will be pivotal.

The discussions that ensue from these results should be centered on refining strategies and broadening the reach and impact of the implemented solutions. Encouraging research, knowledge sharing, and peer support among UMKM entrepreneurs are essential components of this ongoing journey.

In conclusion, the implemented solutions have set a positive trajectory for enhanced financial management and sustainability among UMKM in Margamulya, Bekasi. The future holds the promise of continued growth and resilience, driven by empowered UMKM entrepreneurs who are better equipped to navigate the complexities of the business landscape. As we move forward, let our commitment to progress, adaptability, and collaboration remain unwavering, for the benefit of UMKM and the local economy.

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