

## **Fostering Entrepreneurial Spirit: Building Business Plans Based On Creativity**

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### **ABSTRACT**

One form of the tridharma of higher education is carrying out Community Service (PKM). The UPH Surabaya campus Management study program conducts PKM in the form of an entrepreneurship workshop. This workshop, which is applied in community service, aims to increase the confidence of class X students to try new things and become entrepreneurs from an early age. This activity is designed to provide an in-depth understanding of the principles of becoming a true entrepreneur as well as training practical skills that can be directly applied in entrepreneurial activities. Through a participatory approach, participants are expected to be able to produce simple products with limited resources, and even promote the results of their business in an interesting way. The expected result is an increase in the capacity of participants who can then become young entrepreneurs who participate in efforts to boost the Indonesian economy in the future.

**Keywords** - Workshop, Entrepreneurship, Young Generation

### **INTRODUCTION**

Starting a business is indeed risky, but it can also be rewarding. There are many things that need to be done to launch a new business. In addition to generating a business idea, an entrepreneur must also establish specific aspects of the business, such as what product or service will be offered, where the business will be located, and who will work for the company (Kaharman & Kamaruddin, 2024). A Business Plan can serve as a guide throughout this process, helping to avoid mistakes along the way. By creating a Business Plan in advance, an entrepreneur can outline the necessary steps to take, as well as the business goals they aim to achieve. When developing a Business Plan, this is also an opportunity for the entrepreneur to assess the feasibility and potential of their business idea (Farida & Setiawan, 2022).

Furthermore, a Business Plan helps entrepreneurs set clear goals and define the direction of their business. It is an essential tool for every entrepreneur, as it establishes clear objectives and guidelines on how the business will be managed (Ahmad et al., 2022). Additionally, a Business Plan is often required to set job targets, secure funding, or even to sell the business in the future. It includes detailed information on how the business intends to achieve these goals, covering areas such as sales, marketing, product development, and more. It also outlines business objectives, including the sources of funding, how employees will contribute to those goals, and how the business intends to generate profit (Sulillari, 2023). Crafting a well Business Plan can help business owners face future challenges and obstacles by setting clear goals, which in turn help entrepreneurs measure performance. Including performance indicators allows entrepreneurs to monitor business progress and determine which areas are performing well versus those that need improvement. It can also help identify the need for new objectives or plans. Therefore, it is crucial to provide knowledge about Business Plans as early as possible to aspiring entrepreneurs so that they are better prepared to enter the business world in the future (Abdullah, 2020; Baa, 2022).

The Department of Management, Faculty of Economics and Business, Universitas Pelita Harapan offers knowledge and educational outreach to the community through the Business Plan Workshop in collaboration with SMA Katolik Santo Fransiskus Assisi Samarinda. This program is conducted from

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an economic and business perspective and aims to enhance community knowledge and skills, with the main theme: Creating A Powerful Business Plan Based On Your Creativity.

## **LITERATURE REVIEW**

### **Business Plan**

A business plan is a formal, written document that outlines the objectives of a business, the strategy for achieving them, and the resources required to do so. It typically includes detailed information on the company's products or services, target market, marketing and sales strategies, operational structure, financial projections, and funding needs. In academic terms a business plan is a comprehensive blueprint that guides the development, growth, and management of a business. It serves both as a strategic roadmap for internal planning and as a communication tool for external stakeholders such as investors, lenders, and partners. According to Genadinik (2019) and Hisrich et al. (2020) written business plan serves multiple strategic purposes for entrepreneurs. It reinforces the founder's commitment to the venture and is often a prerequisite for securing funding from banks and attracting investors. Business plans are also essential for forming strategic alliances, securing large contracts, and gaining credibility with potential partners. Moreover, they help attract and retain qualified talent by demonstrating clear vision and long-term planning. In cases of mergers or acquisitions, a business plan facilitates smoother negotiations. Internally, it aligns and motivates the management team by clarifying business goals and strategies.

The ability to incorporate innovative, creative, and high-value ideas—particularly those with strong economic and commercial potential—into a well-structured and realistic business plan is a key determinant of success in starting a business, regardless of the type of enterprise. This becomes even more impactful when such ideas are documented and shared with relevant stakeholders. A business plan outlines the future course of action for a business, including how resources will be allocated, how key factors will be addressed, and how potential challenges and opportunities will be managed. Typically, a business plan includes components such as an Executive Summary, Mission Statement, Key Success Factors, Market Analysis, Operations, Management Structure, and Financial Analysis—including break-even analysis and other relevant metrics. In essence, a business plan functions as the equivalent of a map and compass for a business. It enables entrepreneurs to define core business objectives, prioritize tasks, and project cash flows. A well-developed business plan significantly increases the likelihood of business success. Moreover, effective business planning is more than just writing a plan—it involves designing a document that is user-friendly (with practical and accessible features), specific (in terms of timelines, personnel, and budget), comprehensive (covering all essential components), and realistic (in goals, budgeting, and time targets) (Turrahmah, 2023).

One of the key factors in successfully starting a business is the ability to translate creative, innovative, and commercially valuable ideas into a well-developed and realistic business plan. This applies to all types of ventures and becomes even more crucial when such ideas are documented and effectively communicated to others. A business plan outlines the strategic direction of a business, including resource allocation, attention to key factors, and approaches to addressing challenges and opportunities. Typically, a business plan includes an Executive Summary, Mission Statement, Key Success Factors, Market Analysis, Operations/Production Plan, Management Structure, and Financial Analysis, such as break-even analysis. A business plan is essential for anyone looking to start or grow a business. It serves as a roadmap and compass, helping entrepreneurs define goals, set priorities, and manage cash flow. A strong business plan significantly increases the likelihood of success (Supriyanto, 2009; Indrawan et al., 2024).

## **METHOD**

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The seminar titled “Creating a Powerful Business Plan Based on Your Creativity” was implemented through an online platform to ensure accessibility and effective participation from both the facilitators and the participants. The event was conducted on Saturday, August 10, 2024, via Zoom Meeting, allowing for interactive and real-time engagement despite geographical limitations.

The implementation method consisted of the following stages:

1. **Preparation Stage:** Prior to the event, coordination was carried out between the organizing committee from the Department of Management, Faculty of Economics and Business, Universitas Pelita Harapan, and representatives from SMA Katolik Santo Fransiskus Assisi Samarinda. This included scheduling the event, preparing materials, and conducting technical rehearsals to ensure a smooth virtual seminar experience.

2. **Opening Session:** The seminar began with a welcoming address and an opening speech by representatives from both institutions. This was followed by an introduction to the objectives and structure of the workshop.

3. **Main Presentation:** The core of the seminar featured a structured presentation delivered by lecturers from the Department of Management. The materials covered:

- a. The importance and components of a business plan
- b. The role of creativity and innovation in entrepreneurship
- c. Practical steps in drafting a business plan
- d. Case examples and tips for young aspiring entrepreneurs

4. **Interactive Session:** Participants were actively engaged through question-and-answer sessions, live polling, and breakout discussions. Students were encouraged to share their ideas and receive feedback directly from the facilitators.

5. **Closing Session:** The seminar concluded with a summary of key insights, reflections from participants, and closing remarks.

Overall, the seminar was designed to be interactive, informative, and practical, with a focus on enhancing students' entrepreneurial mindset and skills in business planning.

NO	KEGIATAN	Mei, Juni, Juli				Agustus				September	
		1	2	3	4	5	6	7	8	9	10
1	Persiapan Materi										
2	Persiapan Proposal										
3	Pelaksanaan Kegiatan										
4	Pembuatan Laporan										

Table 1 PKM Implementation Schedule

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Waktu	Kegiatan
06.30 - 06.45	Oper Host, Cek sound, Cek share slide, dan Briefing
06.45 - 07.15	Open gate dan Looping video
07.15 - 07.25	Salam dan Doa Pembuka
07.25 - 07.30	Kata Sambutan Kaprodi Manajemen : Dr. Oliandes Sondakh, S.E., M.M.
07.30 - 07.40	Presentasi UPH : Felicia Juliani Leliga, S.E., M.M
07.40 - 08.25	Materi Workshop Business Plan : Dr.Hananiel Mennoverdi Gunawan, AAC, B.A., MBA (Dosen Prodi Manajemen UPH Kampus Surabaya)
08.25 - 08.40	QnA dan Praktek Workshop
08.40 - 08.50	Regis Out
08.50 - 08.55	Foto Bersama
08.55 - 09.00	Sayonara dan tetap putar looping Video UPH

Table 2 Implementation of PKM Activities

## RESULT

The Department of Management, Faculty of Economics and Business, Universitas Pelita Harapan successfully conducted a community service program in the form of an educational workshop titled "Creating a Powerful Business Plan Based on Your Creativity." The event was successfully held on Saturday, August 10, 2024, via Zoom Meeting, allowing broader participation and engagement across locations. This initiative reflects the university's ongoing commitment to community empowerment through entrepreneurship education and creative thinking, especially among younger generations.

The workshop was held in collaboration with SMA Katolik Santo Fransiskus Assisi, Samarinda, and was enthusiastically attended by both students and teachers. The session ran smoothly, with students showing strong interest and active involvement in exploring the fundamentals of business plan development—ranging from identifying creative business ideas and analyzing markets to basic financial planning. Teachers responded positively to the activity and appreciated the opportunity for academic collaboration between higher education and secondary school levels.

Through interactive presentations and engaging discussions, the participants not only gained theoretical knowledge but also practical insights that can support real-world applications. The overall dynamic atmosphere demonstrated a shared enthusiasm for cultivating entrepreneurial mindsets early on. The Department of Management hopes that this collaboration will serve as a foundation for continued partnerships in the future. Similar initiatives are expected to further expand the positive impact on local communities, particularly in strengthening entrepreneurship education and inspiring the next generation of innovative business leaders.

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Fig. 1. Opening Session



Fig. 2. Main Session

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Fig. 3. Closing Session

## CONCLUSION

The seminar titled “Creating a Powerful Business Plan Based on Your Creativity” achieved its primary objective of introducing students to the fundamentals of business planning, while also encouraging the development of creative and innovative entrepreneurial ideas. The active participation of both students and teachers reflected a high level of enthusiasm and interest in the topic. Through engaging presentations and interactive sessions, the participants gained valuable knowledge and practical insights that can support their future endeavors in entrepreneurship. The collaboration between higher education and secondary education institutions proved to be mutually beneficial and impactful.

## ACKNOWLEDGMENTS

This community service is funded by the Faculty of Economics and Business University of Pelita Harapan (2025), No. PM-004-P-FEB/VII/2024

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