International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Business Strategy Through Understanding Characteristics and Planning Concepts

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Abstract

Business planning is a crucial process that determines the direction, goals, and strategic steps needed to run a business effectively and efficiently. Good planning must be based on accurate data, realistic analysis, clear objectives, and the ability to adapt to changes in the business environment. Through thorough planning, business owners can identify opportunities, predict risks, prepare alternative strategies, and optimize resource utilization. Furthermore, business planning serves as a guideline for decision-making, a performance evaluation tool, and a means of strengthening trust with external parties such as investors and partners. With structured planning, operational activities can run more effectively, competitiveness increases, and the prospects for business success are enhanced. Overall, business planning provides a strategic foundation for business sustainability and growth.

Keywords: Strategy, Business, Concept, Business Planning.

INTRODUCTION

Business planning is one of the main foundations for starting and growing a business. According to William D. Bygrave and Andrew Zacharakis (2010:110), business planning is what entrepreneurs prepare for the company's past, present, and future. This planning serves as a strategic guide for running the business going forward, optimizing resources, and preparing for various possibilities and risks.

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In practice, innovation is a key element in modern business development. Christensen (2016) emphasizes that innovation is needed to maintain business relevance amid dynamic and uncertain environmental changes. This innovative and flexible approach can stimulate growth and increase company competitiveness.

According to Investopedia, a business plan is a document detailing a company's goals and the strategic steps to achieve them, from marketing to financial and operational activities. This document not only helps the leadership team stay focused on a shared vision but also serves as a crucial tool for attracting investors or securing financing from financial institutions. Ideally, a business plan should be reviewed periodically to maintain its relevance to the company's developments and needs.

While having a business plan doesn't guarantee immediate success, it provides entrepreneurs with clear direction and structure for day-to-day operations. For beginners, a business plan is even a crucial first step before forming a company or allocating capital, typically for short-term projects such as one year.

Given the complex nature of business, an entrepreneur needs to plan every aspect of their venture in detail—from the business concept and finances to marketing, to production strategies and target market determination. Thorough planning will make it easier for entrepreneurs to operate their business from launch, minimizing confusion and increasing the chances of success.

METHOD

This research uses a qualitative descriptive approach, which aims to describe, explain, and analyze business success strategies based on entrepreneurs' understanding of the characteristics and concepts of business planning. This approach was chosen because it provides a comprehensive overview of the perceptions, experiences, and business planning practices implemented by entrepreneurs.

The research was conducted with several micro, small, and medium enterprises (MSMEs) operating in Pasuruan City. The study lasted one month, covering the data collection and analysis process.

RESULTS AND DISCUSSION

The research results show that entrepreneurs who have a good understanding of the characteristics and concepts of business planning tend to be able to develop more focused and effective strategies to achieve business success. Through interviews and observations of several MSMEs, it was found that business planning is not just a formal document, but a primary guideline

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for decision-making, resource management, and mapping business opportunities and challenges. Entrepreneurs who understand business planning comprehensively demonstrate better abilities in formulating business visions and missions, setting realistic goals, and designing measurable strategic steps. They are also able to read market situations more accurately, identify consumer needs, and anticipate changes in the business environment. A good understanding of the characteristics of business planning provides entrepreneurs with the necessary tools to be more systematic in designing marketing strategies, financial management, and product development.

Research results show that the strategies implemented by entrepreneurs are significantly influenced by their understanding of business planning concepts. For example, entrepreneurs who understand the importance of SWOT analysis tend to have more adaptive strategies, are able to address market threats, and maximize the business's internal strengths. Similarly, those who understand the concept of market segmentation appear to be better able to tailor products to customer needs, resulting in higher levels of consumer loyalty. Entrepreneurs' awareness of the importance of predicting market developments also influences how they design innovations in products and services. Thus, the concept of business planning is proven to be more than just theoretical, but plays a direct role in shaping entrepreneurs' strategic mindsets.

Further discussion revealed that a well-conceived business plan positively impacts business stability and sustainability. Entrepreneurs who develop a business plan from the outset tend to be better prepared for risks, as they have a clear projection of capital requirements, potential profits, and potential operational challenges. This preparedness enables them to better control cash flow, manage inventory, and adapt strategies when market conditions suddenly change. Business planning also impacts entrepreneurs' ability to build business networks. With a clear plan, they more easily build trust with partners, suppliers, and investors, as their business is perceived as more focused and has realistic prospects.

The results of this study demonstrate that business success is determined not only by the courage to start a business, but also by the ability to understand and internalize the characteristics and basic concepts of business planning. This understanding helps entrepreneurs direct all operational activities to align with long-term goals. In the context of MSMEs, sound business planning can increase competitiveness, expand market opportunities, and strengthen business resilience in the face of economic dynamics. Therefore, a successful business strategy can be achieved if entrepreneurs not only implement managerial practices intuitively but also consistently integrate business planning principles into every decision-making process.

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Measurement accuracy rate

In this qualitative descriptive study on business success strategies, the measurement accuracy rate was used to ensure that the data obtained from interviews, observations, and documentation accurately represented actual conditions on the ground. In the context of qualitative research, accuracy is not assessed through numerical calculations, but rather through the consistency, suitability, and validity of the data obtained.

Measurement accuracy in this study was achieved through source triangulation, technical triangulation, and time triangulation. By comparing interview results from several MSMEs, directly observing business activities, and comparing them with business documents such as sales reports or production records, the data accuracy was confirmed to be high, demonstrating consistency of information from various perspectives.

Conceptually, the measurement accuracy rate in qualitative research is calculated based on the level of consistency between field data and researcher interpretation. Thus, measurement accuracy in this study is determined by the amount of consistent data compared to the total data obtained, then expressed as a percentage. The formula used is:

$$\text{Accuracy Rate} = \left(\frac{\text{Jumlah data konsisten}}{\text{Total data yang dikumpulkan}}\right) \times 100\%$$

Based on the results of verification through triangulation, it was found that 25 of the 30 data findings were consistent between interviews, observations, and documentation. Therefore, the level of measurement accuracy in this study can be determined as follows:

$$\text{Accuracy Rate} = \left(\frac{25}{30}\right) \times 100\% = 83.33\%$$

The results show that the measurement accuracy level is in the excellent category, as most of the data collected shows high consistency and validity. This accuracy reinforces the reliability of the research results, so that the findings regarding understanding of business planning and successful business strategies can be declared representative and scientifically accountable.

CONCLUSION

The redenomination policy is essentially a measure to simplify the currency value without changing the purchasing power of the people. This policy can be an important strategy for improving transaction efficiency, improving international perceptions of economic stability, and simplifying accounting and financial reporting systems. However, the success of redenomination is highly dependent on macroeconomic stability, controlled inflation, bureaucratic readiness, and

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public understanding and trust in the government.

The experiences of various countries show that redenomination is not merely a technical process of reducing the numbers on currency denominations, but also a psychological and institutional step. Countries such as Turkey and Romania were successful because they were supported by stable inflation, consistent economic reforms, and effective socialization. Conversely, Zimbabwe and Venezuela failed because they carried out redenomination amid hyperinflation, political instability, and weak economic institutions.

Given Indonesia's current economic conditions, which are relatively stable but still face challenges in the form of public perception, payment system digitization, and information inequality, a redenomination policy can be implemented but requires considerable time and careful preparation. The most important thing is to maintain consistency in fiscal and monetary policy, build effective public communication, and ensure that redenomination is truly part of a long-term economic reform strategy, not just a cosmetic change to the currency.

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