

# Seminar On Entrepreneurial Spirit Of Export Business (Operational And Financial Aspect)

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## Seminar On Entrepreneurial Spirit Of Export Business (Operational And Financial Aspect)

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**1** *Abstract.* This seminar is an activity carried out to help students and the community in increasing the entrepreneurial spirit of export business. The seminar method was chosen because it is more effective in delivering and receive materials. The main objectives of the project to be achieved in this final project is to create or organize seminars on improving the entrepreneurial spirit of export businesses. Find and determine sponsorship criteria, find speakers who understand about the export business, register participants, know budget planning and realization during operations, know the obstacles that occur, find solutions to these obstacles Meet and evaluate seminar activities through feedback from participants. The project results show that the technical aspects of operational and financial work in the implementation activities are divided into several stages, namely the stage of finding sponsors, determining operational budgets, constraints that occur, solutions to obstacles faced and project evaluation. The research results seminar was held on Tuesday, 07 November 2023 at the Mini Conference Hall GKT 1 Bengkalis State Polytechnic from 13:30-16:10 WIB. The seminar can run smoothly thanks to the teamwork consisting of 14 committee members. In this agenda there was one speaker and 132 participants who attended. The technical aspects of work in the implementation of activities are divided into several stages, namely the project preparation stage, the project implementation stage, project completion and project reporting.

**Keywords:** Export Business, Operational, Financial.

### 1. INTRODUCTION

Seminar is one of the important forums in the academic and professional world that allows experts, researchers, and practitioners to share their knowledge, experiences, and latest findings. Despite its crucial role in scientific development and societal development, the implementation of seminars does not always run smoothly. A number of obstacles and challenges often arise, which can involve technical, administrative, and logistical aspects. Technical challenges involve issues related to the use of technology, presentation of materials, and sound or image quality. Meanwhile, administrative constraints may include difficulties in time management, event planning, and coordination between organizers and speakers. Logistical aspects, such as venue, licensing, and funding, can also be a significant source of problems.

According to Keup, et all (2023) A seminar is a talk or hands-on activity on a certain topic. It is run by a team of individuals. They impart their wisdom and expertise. In contrast, a

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seminar is a location or structure that houses tools, machinery, or other equipment. A seminar's goal is to train attendees by show casing presenters who are professionals in their industries.

This kind of seminar aims to provide students and the public with a deeper understanding of entrepreneurship and export business. It is hoped that this seminar can provide new insights, motivate students to develop their interest and ability in entrepreneurship in the export sector, and provide inspiration for students to face challenges in the global business world. It is evident that different types of businesses have grown along with the advancement of the times. Although entrepreneurs are more prevalent or well-known among workers who are already making a living, some people continue to undervalue how challenging it is to start a business among students. But who would have imagined that students, equipped with the youthful energy and high level of inventiveness, have highly open potential for today's enterprises. The chance to compete in entrepreneurship is undoubtedly available to students, especially in modern firms.

Research conducted by Susanti, et al (2022) Export business refers to the activity of shipping goods or services from one country to another for the purpose of being sold or used in foreign markets. It is an integral part of international trade and a common strategy used by companies to increase revenue, expand market share, and seek growth opportunities in global markets. Exporting goods is a cross-border trading system. Currently, the government is trying to increase foreign exchange through increasing the value of exports. Exporting goods abroad has promising prospects. The simple definition of export is the activity of sending goods abroad. The types of goods exported can vary such as: snacks, tea, coffee, textiles, handicrafts, furniture, spices, coal, CPO and many more. Regarding the export of goods, the important thing that must be known by export business actors is how to export goods and how to get potential customers from other countries.

Research conducted by Obschonka and Audretsch (2020), the era of artificial intelligence in entrepreneurship has unavoidably begun, and this holds true for entrepreneurship research as well as practice. Furthermore, as Chalmers et al. (2021) point out, it is unclear how artificial intelligence technology can transform research and development activities for new ventures it can be seen that the number of graduation outcomes each year increases in lockstep with population growth. However, this has no effect on the number of people who are unemployed. This is because most students who graduate from college want to be an employee or want to be an employee (employee), and only a small fraction of them desire to be entrepreneurs. This demonstrates how the entrepreneurial mindset among students is still relatively tiny. The occurrence This phenomenon happens as a result of human resources' lack of understanding of

the relevance and significant role of entrepreneurship for themselves and for entrepreneurship for themselves and for the country.

Some of the advantages of seminars include providing a useful source of knowledge, enhancing professional networks, deepening understanding of a particular topic, and avoiding isolation. However, on the other hand, there are also some disadvantages of seminars according to experts such as high cost, limited time and place, no guarantee of desired results, and no 21 guarantee of quality of materials and speakers.

## 2. THEORETICAL STUDIES

According to Lyua, et al. (2023) The Research Title is “From intentional to nascent student entrepreneurs: The moderating role of university entrepreneurial offerings” The Results Entrepreneurial intention is typically acknowledged as the foundational antecedent of entrepreneurial behaviour. However, existing conceptual and empirical studies reveal that not all entrepreneurial intentions are ultimately translated into actual behaviour, resulting in an intention-behaviour gap.

Research conducted by Indrawan and Wijoyo, (2020) The Research title is “Entrepreneurship Education and Business Ethics “ The Result Entrepreneurship is an effort to create added value by combining sources through new and different ways to win the competition. This added value can be created by developing new technologies, finding new knowledge, finding new ways to produce new, more efficient goods and services, improving products and services existing ones, and find new ways to satisfy customers.

Another research Indrawan and Wijoyo, (2020) The Research Title “Entrepreneurship Education and Business Ethics” The Results findings of a study conducted by the National Center for Entrepreneurial Research revealed behaviors that assist the development of potential growth enterprises around the world. Marketing behavior, finance behavior, management behavior, and planning behavior are the four major categories of these behaviors.

Research conducted by Nasution and Nawawi, (2022) The Research Title is “Efforts to Grow Entrepreneurship Among Students” The Results a country's decline is caused by more than just the depletion of natural resources, monetary crises, and poor average wages per capita. However, what is more significant is a country's decline is caused by more than just the depletion of natural resources, monetary crises, and poor average wages per capita.

According to Stievany and Jalunggono, (2022) The Research Title is “Analysis of the Effect of Inflation, Exports and Imports on Indonesia's Economic Growth” The Results a

<sup>3</sup> Economic ties between countries are an important component that determines any country's economic progress. As a result of this scenario, competitiveness becomes one of the causes of competition between countries in order to take advantage of the increasingly open global economy. The benefits of opening the country's economy to the rest of the world can be seen in the country's balance of payments.

According to Indrawan and Wijoyo, (2020) The Research Title "Entrepreneurship Education and Business Ethics" The Results Economic and business ethics are among the national ethics of Indonesia. A nation's business and professional ethics will undoubtedly be impacted by its economic system. Contrary to its current philosophy, Indonesia once supported the communist and capitalist economic systems of capitalism that are incompatible with the national ideology.

<sup>11</sup> Research conducted by Dabbous and Boustani, (2023) The Research Title is "Digital Explosion and Entrepreneurship Education: Impact on Promoting Entrepreneurial Intention for Business Students" <sup>2</sup> The Result The 33 <sup>2</sup> role of entrepreneurial education in driving entrepreneurship intentions received large interest among scholars, particularly since research tackling the effect of education on entrepreneurial behavior shows quite contradictory results. Most importantly, artificial intelligence systems considered in this context can present transformative technological solutions that offer the possibility to alleviate major uncertainties that are essential to new entrepreneurial activities.

### **3. RESEARCH METHODS**

#### **1. Methods and Accomplishment Process**

Planning and organizing "seminar on entrepreneurial spirit of export business" divisions of operational and financial consist of 4 stage, namely <sup>1</sup> project preparation plan, project implementation plan, project completion plan and project reporting plan.

#### **2. Project Preparation Plan**

Planning and organizing seminars to the spirit of export business entrepreneurship as a strategy for preparing the final project of students majoring in commercial administration at Bengkalis State Polytechnic in the operational aspect by making Identify Project Objectives, Create an Organizational Team, Create a Project Schedule, Looking for Speakers and in the financial aspect starting with creating a Project Budget, Create a Sponsorship Proposal and Participant Registration.

### 3. Project Implementation Plan

The implementation plan for the student export business entrepreneurship seminar is Financial and Operational Coordination, Fund Monitoring and Reporting, Participant Registration and Financial Management, Implementation Team and Financial Management, Real-time Evaluation and Operational Improvement, Performance Assessment and Budget Update and Final Reporting and Alignment.

### 4. Project Accomplishment Plan

The project completion plan is described in the Flowchart. This flowchart serves to facilitate the flow of completion of activities systematically.

### 5. Project Reporting Plan

A project reporting plan is made to evaluate the activities of the Seminar. This evaluation is very important to improve the quality of the seminar system that will be implemented.

## 4. RESULTS AND DISCUSSION

### 1. Event Organizer Profile

The theme of this business seminar is to the entrepreneurial spirit of the export business. This seminar aims to invite students and also the public in general to provide an understanding of the Export Business and encourage the spirit of entrepreneurship, understand operational strategies in the Export Business and also help understand the increase in Financial Knowledge in organizing seminars. The 2023 Business Seminar is organized by export businesses. The export business was established on September 25, 2023.

The purpose of this seminar is to provide a deeper understanding of export entrepreneurship and how it can improve business. Presenting the latest information on trends, policies, and strategies related to export business.

This seminar raised the theme "Entrepreneurial Spirit of Export Business". Where the audience applies to the public who have an interest in starting or even developing an export business. This seminar was attended by 132 participants who registered participants consisting of business people, and students throughout Bengkalis Regency. This seminar presented 1 speaker who had a very interesting presentation.

### 2. Project Preparation

#### 2.1 Project Preparation in the Operational Aspect

##### a. Opening the Participant Registration



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Participants are an important element in organizing seminars, without the presence of participants, activities cannot be carried out. In this export business seminar, 132 participants were involved, consisting of students. Participant registration starts from October 24 to November 04, 2023. Participants who have paid the registration contribution will be given a receipt and a link to join the participant-only WhatsApp group.

b. Evaluating the Seminar Preparation

After all the preparations have been made by each division, it is necessary to evaluate all the preparations that have been made previously to find out if there are any shortcomings in the preparation. This evaluation was carried out together with all the core committees responsible for this seminar activity. The result of this evaluation is to prepare the equipment used in the seminar so that it can run smoothly.

**Table 4.1 Evaluating Seminar Preparation**

No.	Equipment	Amount
1.	Room	1
2.	Table	3
3.	Chair	153
4.	Consumption	153
5.	Laptop	1
6.	Projector	1
7.	certificate	146
8.	Brochure	30
9.	sound system	1
10.	internet data	4 GB

*Source: Processed Data 2023*

c. Committee Meeting Implementation

The committee meeting was held three weeks before the export business seminar with the theme entrepreneurial spirit of export business. Committee meetings committee meetings are held to discuss the preparation of all activities such as room readiness, consumption, registration requirements, number of participants, speakers, income and expenses and other preparations. The meeting was held 4 times.

**Table 4.2 Business Export Seminar Committee Meeting Schedule**

No.	Meeting	Information
1.	First Meeting	<sup>13</sup> Date: September 25, 2023 Time: 10:00 Am – 12:00 PM Place: Mother's sausage stall
2.	Second Meeting	<sup>9</sup> Date: October 16, 2023 Time: 10:00 Am – 12:00 PM Place: At the Saim stall
3.	Third Meeting	<sup>9</sup> Date: October 30, 2023 Time: 12:00 Am – 12:30 PM Place: Mother's sausage stall
4.	Fourth Meeting	<sup>18</sup> Date: November 06, 2023 Time: 14:00 Am – 17:00 PM Place: ADM Building Hall

Source: Processed Data 2023

## 2.2 Project Preparation in the Financial Aspect

### a. Calculate Income of the Seminar

At project preparation, the committee calculates the income earned for holding export business seminars income earned, among others, from participant registration fees and from sponsors.

**Table 4.3 Income of the Seminar**

No	Item	Amount	Unit	Unit Price	Total
1.	Participant Registratios Fee	132	Person	Rp. 10,000.00	Rp.1,320,000.00
2.	Sponsorship	10	Agencie	<sup>12</sup> Rp.1,400,000.00	Rp. 1,400,000.00
<b>Total</b>					<b>Rp. 2,720,000.00</b>

Source : Processed Date

## 3. Project Implementation



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3.1 Project Implementation in the Operational Aspect

The export business seminar with the theme entrepreneurial spirit of the export business was held on Tuesday, November 07, 2023, which was attended by 132 participants. The activity starts at 13:00 WIB starting from the opening of the event, the middle of the event, and the closing of the event.

**Table 4.4 Rundown of the 2023 Business Export Seminar**

No.	Time	Activity Description	Person responsible
1.	13:00-13:30	Committee Preparation	Entire Committee
2.	13:30-13:45	Registration of Participants	Events Division
3.	13:45-13:50	Opening of the seminar	Sahdan Anwar Nasution
4.	13:50-13:55	Singing Indonesia Raya	All Seminar Participants and Invited Guests
5.	13:55-14:00	Opening Prayer	Fazrul
6.	14:00-14:20	Opening speech: 1. Chief Executive 2. Supervisor 3. Head of the Department of Business Administration 4. Deputy Director III & Opening of the seminar	1. Juaria 2. M. Alkadri Perdana, B.IT, M.Sc. 3. Supriati, S.ST., M.S 4. Akmal Indra, S.pd., M.T
7.	14:20-14:25	Providing Souvenirs for Presenters & Photo Sessions	Business Export Seminar Committee
8.	14:25-14:30	Speaker Introduction by Mc	Sahdan Anwar Nasution
9.	14:30-15:20	Speaker Presentation	Firza Evandry, S.E
10.	15:20-15:35	Question and answer session for 3 people	Firza Evandry, S.E
11.	15:35-15:40	Game Kahoot Quiz	Events Division
12.	15:40-15:45	Distribution of quiz prizes, question and answer sessions and certificates.	Entire Committee
13.	15:45-15:50	Lucky draw	Event division
14.	15:50-16:00	Photo session with all participants	Entire Committee
15.	16:00-16:10	Event Closing	Sahdan Anwar Nasution

Source : Processed Data

3.2 Project Implementation on Financial Aspect by Calculating Cost During the

## Seminar

At the seminar on entrepreneurial spirit of export business, all costs must be reported. this report aims to find out how much the costs incurred during the seminar, starting from the costs of human resources, operations, equipment, administration, consumption, promotion and others seminar costs.

Table 4.5 Seminar Cost Calculation

No	Items	Amount/ Volume	Unit	Unit price	Total
<b>CASH INFLOWS</b>					
1	Participant Registration fee	132	Person	Rp10,000.00	Rp1,320,000.00
2	Sponsorship	10	Agencies	Rp1,400,000.00	Rp1,400,000.00
<b>TOTAL</b>					<b>Rp2,720,000.00</b>
<b>CASH OUTFLOW</b>					
<b>ADMINISTRATION</b>					
No	Items	Amount/ Volume	Unit	Unit Price	Total
1	Proposal Making	10	Pcs	Rp6,000.00	Rp60,000.00
2	Letter	7	Sheet	Rp250.00	Rp1,750.00
3	Absence of the Committee and Participants	4	Sheet	Rp250.00	Rp.1,000.00
<b>TOTAL</b>					<b>Rp62,750.00</b>
<b>B. MARKETING AND PROMOTION</b>					
1	Brosur	30	Pcs	Rp500.00	Rp15,000.00
<b>TOTAL</b>					<b>Rp15,000.00</b>
<b>C. CONSUMPTION</b>					
1	Participants' snacks	132	Person	Rp5,000.00	Rp660,000.00
2	Committee Snack	14	Person	Rp5,000.00	Rp70,000.00
3	Guest Consumption	6	Person	Rp8,000.00	Rp48,000.00
4	Fruit	-	Pcs	Rp50,000.00	Rp60,000.00
<b>TOTAL</b>					<b>Rp838,000.00</b>

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<b>D. RESOURCES</b>					
1	Honorary Speaker	1	Person	Rp250,000.00	Rp250,000.00
2	Resource Person's Souvenir	1	Pcs	Rp100,000.00	Rp100,000.00
3	Resource Snack	1	Person	Rp20,000.00	Rp20,000.00
<b>TOTAL</b>					<b>Rp370,000.00</b>
<b>E. EQUIPMENT, FACILITIES AND INFRASTRUCTURE</b>					
1	Committee certificate	14	Person	-	<b>Sponsor</b>
2	Participant certificate	132	Person	-	<b>Sponsor</b>
3	Banner 3x2	1	Pcs	Rp180,000.00	Rp180,000.00
4	ID Card	14	Pcs	Rp2,000.00	Rp28,000.00
5	Door prize	13	Pcs	-	<b>Sponsor</b>
6	Sweepstakes Coupon	5	Pcs	Rp500.00	Rp2,500.00
7	Rent a white cloth	4	Pcs	Rp10,000.00	Rp40,000.00
8	Tissue	3	Pcs	Rp3,000.00	Rp9,000.00
<b>TOTAL</b>					<b>Rp259,500.00</b>
<b>TOTAL ENTIRE EXPENDITURE</b>					<b>Rp1,545,250.00</b>

Source : Processed Data 2023

4. Project Completion

4.1 Project Completion on Operational Aspect

a. Providing Incentives for the Organizing Committee

Incentives are given to all committee members who join and support the success of seminar events and activities. Incentives are given in the form of a free dinner when the committee is disbanded.

4.2 Project Completion on Financial Aspect by Calculating the Cost After the Seminar

After the seminar project is completed, the seminar treasurer assisted by the

committee calculates the costs incurred for the seminar. The costs incurred include the operational part of organizing the seminar. The cost for the operational part which includes administration, marketing, consumption, resources and equipment, facilities and infrastructure is Rp1,545,250.00.

## 5. Project Reporting

### 5.1 Project Reporting in the Operational Aspect

#### a. Project Implementation Report

The export business seminar with the theme "Entrepreneurial Spirit of Export Business" which took place on 07 November 2023, and took place at the Mini Conference Hall GKT 1 Bengkalis State Polytechnic, and has been officially closed. The committee members have also carried out their respective duties and functions from preparation to implementation.

### 5.2 Project Reporting in the Financial Aspect

#### a. Project Implementation Financial Report

The financial statements of the Seminar on Entrepreneurial Spirit of Export Business consist of cash inflows and cash outflows. Cash inflows are funds that enter the organizing committee from the payment of activity participants and from sponsorship funds. While the cash outflow is the funds spent by the operational division.

**Table 4.6 Income of the Seminar**

No	Item	Amount	Unit	Unit Price	Total
1	Participant Registration fee	132	Person	Rp10,000.00	Rp1,320,000.00
2	Sponsorship	10	Agencies	Rp1,400,000.00	Rp1,400,000.00
<b>Total</b>					<b>Rp2,720,000.00</b>

Source : Processed Data 2023

From Table 4.6 above, it is known that the revenue from organizing this seminar comes from participant registration fees with a total of Rp1,320,000.00 and Sponsorship Rp1,400,000.00 Participants consist of Bengkalis State Polytechnic Students and the General Public.

**Table 4.7 Cost Expenditure**

No	Items	Amount/	Unit	Unit Price	Total
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		<b>Volume</b>			
<b>ADMINISTRATION</b>					
1	Proposal Making	10	Pcs	Rp6,000.00	Rp60,000.00
2	Letter	7	Sheet	Rp250.00	Rp1,750.00
3	Absence of the Committee and Participants	4	Sheet	Rp250.00	Rp.1,000.00
<b>TOTAL</b>					<b>Rp62,750.00</b>
<b>B. MARKETING AND PROMOTION</b>					
1	Brosur	30	Pcs	Rp500.00	Rp15,000.00
<b>TOTAL</b>					<b>Rp15,000.00</b>
<b>C. CONSUMPTION</b>					
1	Participants' snacks	132	Person	Rp5,000.00	Rp660,000.00
2	Committee Snack	14	Person	Rp5,000.00	Rp70,000.00
3	Guest Consumption	6	Person	Rp8,000.00	Rp48,000.00
4	Fruit	-	Pcs	Rp50,000.00	Rp60,000.00
<b>TOTAL</b>					<b>Rp838,000.00</b>

<b>. RESOURCES</b>					
1	Honorary Speaker	1	Person	Rp250,000.00	Rp250,000.00
2	Resource Person's Souvenir	1	Pcs	Rp100,000.00	Rp100,000.00
3	Resource Snack	1	Person	Rp20,000.00	Rp20,000.00
<b>TOTAL</b>					<b>Rp370,000.00</b>
<b>E. EQUIPMENT, FACILITIES AND INFRASTRUCTURE</b>					
1	Committee certificate	14	Person	-	<b>Sponsor</b>
2	Participant certificate	132	Person	-	<b>Sponsor</b>
3	Banner 3x2	1	Pcs	Rp180,000.00	Rp180,000.00
4	ID Card	14	Pcs	Rp2,000.00	Rp28,000.00
5	Door prize	13	Pcs	-	<b>Sponsor</b>
6	Sweepstakes Coupon	5	Pcs	Rp500.00	Rp2,500.00
7	Rent a white cloth	4	Pcs	Rp10,000.00	Rp40,000.00
8	Tissue	3	Pcs	Rp3,000.00	Rp9,000.00
<b>TOTAL</b>					<b>Rp259,500.00</b>
<b>TOTAL ENTIRE EXPENDITURE</b>					<b>Rp1,545,250.00</b>

Source : Processed Data 2023

**Table 4.8 Cost and Budget Realization**

No	Item	Budget Estimation	Budget Realization
<b>OPERATIONAL SECTION OUTFLOW</b>			
<b>A. ADMINISTRATION</b>			
1	Proposal Making	Rp100,000.00	Rp60,000.00
2	Letter	Rp1,000.00	Rp1,750.00



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3	Absence of the Committee and Participants	Rp1,000.00	Rp1,000.00
<b>Total</b>		<b>Rp102,000.00</b>	<b>Rp62,750.00</b>
<b>B</b>	<b>MARKETING AND PROMOTION</b>		
1	Brosur	Rp27,270.00	Rp15,000.00
<b>Total</b>		<b>Rp27,720.00</b>	<b>Rp15,000.00</b>
<b>C</b>	<b>CONSUMPTION</b>		
1	Participant's Snacks	Rp840,000.00	Rp660,000.00
2	Committee Snacks	Rp84,000.00	Rp70,000.00
3	Guest Consumption	Rp60,000.00	Rp48,000.00
4	Fruit	Rp60,000.00	Rp60,000.00
<b>Total</b>		<b>Rp1,044,000.00</b>	<b>Rp838,000.00</b>
<b>D</b>	<b>RESOURCES</b>		
1	Honorary Speaker	Rp250,000.00	Rp250,000.00
2	Resource Person's Souvenir	Rp150,000.00	Rp100,000.00
3	Speakers Snacks	Rp20,000.00	Rp20,000.00
<b>Total</b>		<b>Rp420,000.00</b>	<b>Rp370,000.00</b>
<b>E</b>	<b>EQUIPMENT, FACILITIES, AND INFRASTRUCTURE</b>		
1	Committee Certificate	Rp56,000.00	<b>Sponsor</b>
2	Participant Certificate	Rp560,000.00	<b>Sponsor</b>
3	Banner 3x2	Rp100,000.00	Rp180,000.00
4	ID Card	Rp210,000.00	Rp28,000.00
6	Sweepstakes Coupon	Rp5,000.00	Rp2,500.00
7	Rent a white cloth	Rp60,000.00	Rp40,000.00
8	Tissue	Rp5,000.00	Rp9,000.00
<b>Total</b>		<b>Rp1,246,000.00</b>	<b>Rp259,500.00</b>
<b>Total</b>		<b>Rp2,839,720.00</b>	<b>Rp1,545,250.00</b>

Source : Processed Data 2023

## CONCLUSIONS AND SUGGESTIONS

Seminar organizers and supervision are inextricably linked at the Seminar on Entrepreneurial Spirit of Export Business. The purpose of supervision is to ensure that tasks are carried out in a seamless, organized, and coordinated manner. The purpose of seminar supervision is to verify that everything is executed in line with the plan, beginning with the preparatory stage of the seminar on entrepreneurial spirit of export business. In order to hold the entire committee accountable for the assigned tasks, the committee hopes that throughout this seminar, members would supervise each other's efforts. Additionally, they can support one another as necessary to complete tasks, minimizing mistakes throughout the seminar. The effectiveness of the activities to be carried out will be reduced if there are no registrations for the seminar, since participants are one of the key components in its execution then by encouraging seminar activities, the participant-related barriers can be removed.

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