***Business Case Discussion: Choose a current event or issue in your community and discuss the business implications.***

***Propose a solution that incorporates business principles or practices. The review panel will look for creativity, drawing connections, and originality. Please limit this response to approximately 500 words.***

Making up 99% of Indonesia's economy, Micro, Small, and Medium Enterprises (MSMEs) are one of the most impacted victims of the pandemic. With numerous closing, I decided to visit five of them to explore the underlying problem. Out of all five places I visited, a common pattern showed: poor financial literacy and abysmal money management. All of them still used cash as their primary transaction tool and stored them in drawers, leaving big room for human errors to happen; their financial books were tragically disorganized, suggesting there weren’t rigid systems in place. All these holes were exposed during the pandemic with a lowering sales ratio minimizing their income to cover up expenses.

The first problem, not receiving help from the government, presented a communication problem. Basic yet crucial things like business registration and tax deadlines are a mystery to them. Little do they know that missing one tax deadline could mount more and more unexpected and unwanted expenses. Governments are already providing programs, but these sellers aren’t aware of them. Back in 2020, the government **mistargeted their aids to 9 million businesses.** There is no bridge between them and the government.

With the digital world being more integrated and accessible to everyone’s daily lives, I thought that the answer had to lie there. I thought a simple, accessible, and practical application would be the perfect solution to enlighten these businesses surrounding legalization, the logistics they need, and other sorts of government contact.

The main information of the app will consist of tax-paying procedures and technicalities. Tax deadline notifications would also be an essential feature of the app. It would also send notifications regarding new government programs and funding, making these sellers aware of such aid. Increasing their awareness of these things are extremely important as these are the aspects that can make or break their businesses.

The second issue is a fundamental problem in money management. With many undetected expenses from production to logistics, combined with decreasing sales, street food sellers are in a flustering financial condition. The keyword here is detection; each transaction needs to be tracked. So, still using the app, it would be helpful to include a section where they can input their income and expenses on a regular basis, be it weekly or monthly. The app would also send warning notifications when the business shows financial problems, such as accumulating debt. This way the sellers have a much clearer vision of where their business is at, which in turn will prove to be key for future development.

This app aims to minimize fundamental mistakes and increase these MSME workers’ financial literacy. However, due to possible practicality issues, I feel that the app would focus on Jakarta, as the capital city, first before moving on to other locations, targeting at least 50% of MSMEs. Using this do-it-all app, I feel that it will plant and develop professional business tendencies within these sellers to create a more sustainable business environment.