

# **A Logic Model Development for Planning Program in Indonesia SMEs. Case study: *Pucung, Manding, and Keparakan Kidul* Leathercraft Industries**

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## **Abstract**

The enhancement of global and domestic competition will encourage companies to improve their product quality, features, and services continuously. In this research, the objective is to develop the small and medium business (SMEs) activities flow in accordance to fulfill they consumer needs using logic models. Typically, the business functions inside SMEs managed their own segments as stand-alone components and only concentrate on achieving local objectives without consideration of the other effects. This approach, mostly, resulted in conflicts and the company's ability to provide good products and services value to consumers Which would erode gradually, resulting in a loss of market share and profitability

## **Keywords**

SMEs, logic models, logistic, product planning, leathercraft

## **Biography**

**Galuh Puspita Sari** is a lecturer at Politeknik ATK Yogyakarta (Ministry of Industry, Indonesia) since 2011 until present. She completed her magister and bachelor's degree at Institut Teknologi Sepuluh Nopember Surabaya (ITS). She is interested in SMEs development, product design, and semiotic.

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