Patterns of MSMEs in Finding Business Opportunities

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Abstract

In this pandemic era, the ability to see business opportunities is one of the entrepreneurial skills that novice entrepreneurs need to master. The Business Incubator at the university is one of the units that need to incubate student businesses. As a form of support to improve entrepreneurial skills in seeing business opportunities, the purpose of this research is to try to see the pattern of entrepreneurship students in the effectiveness of seeing and getting business opportunities. This study uses a qualitative approach. With the help of qualitative data analysis software, open-ended question data from 88 students was processed using content analysis to get big themes that became patterns in finding business opportunities for MSMEs. The results of this study indicate that there are two major themes in determining or obtaining a business opportunity, namely the purpose or method. There are those who make it their goal to explore business potential, there are also those who use methods to find business opportunities. This research is useful for mentors at universities to help business students find businesses opportunities faster, provide stimulation, and increase effectiveness in mentoring. This research produces data analysis that will help people engaged in entrepreneurship education to have a pattern in finding business opportunities.

Keywords
Entrepreneurial skill, opportunity recognition, entrepreneurship education, entrepreneur, MSMEs

Biography
Puji Prabowo is a creativepreneur lecturer, and also a sociopreneur who has been working for 10 years. He is also a coach for business incubator at Binus University. He is enthusiastic about the entrepreneurial ecosystem, entrepreneurial skills, innovation, creative ideas, and business development.