

Micro-Small and Medium Enterprises Development of Mango Puree Processing Through Business Partnership: Case Study at CV. Promindo Utama in Cirebon Regency, West Java, Indonesia

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Abstract

Micro-Small and Medium Enterprises (SMEs) lay a vital role in the development and economic growth in Indonesia. CV. Promindo Utama is the largest producer of mango puree in Cirebon Regency. SMEs needed a good partnership with other parties to develop and strengthen its existences. This study aims to measure performances, analyze patterns and mechanisms of a partnership between CV. Promindo Utama with farmers and marketing partners and analyze its development efforts. The methods used in this qualitative research were performance measurement, partnership pattern and mechanisms analysis and descriptive analysis. The results indicated that overall performance of CV. Promindo Utama was profitable and the partnership pattern used with two partners was a common trading pattern. The development effort can be done by developing agribusiness business network and optimizing the business partnership that has been formed.

Keywords: SMEs, Business partnership, Performance, Development effort, Mango Puree



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