

## Penerapan Sistem Keagenan Untuk Meningkatkan Penjualan UMKM Sofisticake = Implementation Of Agency System To Increase Sales in Sofisticake

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### Abstrak

Pembinaan yang dilakukan adalah pembinaan terhadap UMKM Sofisticake dimana UMKM Sofisticake bergerak di industri roti dan kue. Sofisticake merupakan usaha mikro yang beroperasi di Depok. Target Sofisticake adalah meningkatkan pertumbuhan penjualan dan keuntungan. Penilaian dilakukan berdasarkan analisa <em>marketing</em> yaitu analisa internal dan eksternal, analisa marketing mix dan analisa ansoff. Solusi yang ditawarkan adalah membentuk strategi ekspansi melalui strategi agen. Proses <em>business coaching</em> dilakukan selama 1.5 bulan dan diharapkan dapat memberi ruang UKM untuk memperbesar kapasitas. Metode pengumpulan data dengan pendekatan kualitatif. Pelaksanaan bisnis

<em>coaching</em> dilakukan sebagai aktivitas harian UMKM bersama

.....The guidance that is providing guidance to SMEs Sofisticake where Sofisticake SMEs engaged in bread and cakes industry . Sofisticake is a micro-enterprises operating in Depok . Target Sofisticake is to expand its sales volume and margin. Assessment is based on the analysis of marketing , Through internal and external analysis , marketing mix analysis and Ansoff Analysis . The solution offered is to establish an expansion strategy through strategies agent . Business coaching process is carried out for 1.5 months and is expected to enlarge the capacity of SMEs . Data collection methods through a qualitative approach . Business coaching is done through daily activities of SMEs together with coach .