

ABSTRACT

This project discusses a startup called SMEsPedia and also a case study of making an SMEsPedia service application. SMEsPedia, namely Small Medium Enterprises Pedia, is a form of platform in one service that serves to facilitate UMKM as well as the UMKM Community in various aspects starting from product data collection, markets owned, portfolios to be marketed online, opening services to develop branding products, packaging, whether inventions. new to sales, business analysis such as managing cash flow and income for UMKM and many other innovations to solve problems that occur in UMKM. is the implementation of the SMEsPedia application which includes the SME Marketplace and SME Branding which is equipped with various features, namely admin, designer, UMKM, and Community. through SMESPedia more easily and efficiently according to the problem formulation raised in the SMEsPedia startup case study. Keywords: SMEsPedia, UMKM, marketplace, branding.

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