ABSTRACT

Characteristics of The Micro and Small Business Enterprises (UMKM) to Develop a Micro Financial Institution (Case Study in Bogor)
Ni Wayan Ika Arisani

The Purpose of this study are to define the characteristics of micro and small business enterprises (UMKM) and the equivalencies of the 6C credit requirements to the characteristic of micro and small business enterprises. Data were collected from 100 micro businesses and small enterprises situated in Bogor. Descriptive Analysis was used to compute frequency distribution and averages. The result of the study shows that the characteristics of micro business are those having asset not more than 20 million rupiahs, economically active poor and cashflow identity with their income; characteristics of small enterprises are those having asset not more than 200 million rupiahs, economically stable and applying technology in running their businesses.

In analyzing their financial credit proposal might use the WISDOM analysis, which is abbreviation from Watak, Income, Saving Powers, Demand Drive and Monitoring and Management. Watak was analyze character, honesty, education background and individual performance. Income represent revenue per month, type of business, and cashflow. Saving power shows their monthly expenditures, voluntary saving and life style. Demand drive means credit should be based on their need and demand. Opportunity is the prospectus of their businesses by analyzing their business performances. Monitoring and management represent how they run and manage their businesses.