



DEVELOPMENT STRATEGY ANALYSIS OF TECHNOLOGY BUSINESS INCUBATOR IN SMALL MEDIUM ENTERPRISES ACCOMPANIMENT

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Abstract

Globalization opens opportunities while causing intense competition among business. Many beginner businesses fail in early year because of lack of management skills, lack of marketing support and financial access and a number of other things. The emergence and development of business incubators aims to minimize this by providing several facilities for business development. This study aims to design a strategy to assist technology business incubators for the development of small and medium business capacity. Data collected through interviews and focus group discussions, to sme`s actors and managers of business incubators. The Strength-Opportunity Strategy includes: (1) cooperating between ABG elements (academics, business, government) in the downstream of the invention results to the world of industry / society, (2) assisting SMEs to immediately produce products that can be sold on the market. The Weakness-Opportunity Strategy includes: (1) creating work programs supported by Private CSR, (2) assisting SMEs that have the potential to obtain funding from CSR, (3) recruiting professionals from outside the University, (4) strengthening infrastructure by using funds from outside the University. The Strength-Threat strategy includes: (1) giving advice to the institution about regulations that support the incubator`s working program, 2) strengthening human resources (managers, assistants and experts) in encouraging the results of inventions for commercialization, (3) encouraging the Institution to issue regulations that can accelerate the development of the business incubator. The Weakness-Threat Strategy includes: (1) encouraging the institution, to complete the infrastructure. The Weakness-Threat Strategy includes: (1) encouraging the institution, to complete the infrastructure, (2) recruiting professionals to be able to compete with other incubators in managing incubation and mentoring for tenants, (3) strengthening the incubator structure, by providing regulations that are conducive to the development of the incubator itself and to tenants.

Author Keywords

mentoring strategies, technology business incubators, capacity building

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