

ABSTRACT

Entrepreneurs have an important role for the economy of the State of Indonesia. The data shows that the number of MSMEs and their contribution to the State income is very high, but there are obstacles that cause a business does not grow among them is competition and capital. To face the various changes and challenges in running the business, the company must be able to manage the planning strategy for the development of its business in order to improve business performance in terms of sales of products or services themselves. Not only improve in terms of business performance, one of the process of entrepreneurial action (Entrepreneurial Action) that needs to be done is to continue to innovate. Innovation becomes one of the strategies to improve the performance of a business.

This study aims to identify innovation as a process of entrepreneurial action and business performance in laundry Sneaklin shoes in Bandung with subvariable which include: capacity to innovate, capacity to plan a head, willing to take a risk, sales, revenue and employment.

The phenomenon in this research is explored by using qualitative method with descriptive research type. The collection of data obtained through interviews, observation, and documentation. Sources of data in this study is Sneaklin business owners and their employees. Technique authenticity of data in this study using triangulation of sources and methods

Sneaklin continues to innovate in terms of products, services and technology. However, in the planning and business goals is not maximized, so we need a better plan to support business growth. Based on the number of sales and circumstances, the core managerial shortcomings are not a problem at this time because each individual can maximize each task. However, the development of an organizational structure still needs to be done in the future

The results of the analysis of this study indicate that it is necessary to evaluate Sneaklin's strategic planning and strengthen Sneaklin's positioning as a shoe laundry service.

Keywords: Innovation, Business Performance