

ABSTRACT

Small centers The woodworking industry on the BKR road in Bandung City is one of the centers of wood craftsmen in Bandung, which processes raw materials into products. The place is quite simple using a tarpaulin tent that serves as a place for buying and selling transactions and at the same time becomes a production site.

Internal factors that are the main pillars cannot be maximized in this industry. In order to accelerate the development of the simplest ways, it starts from the internal side. In this study aims to identify internal factors that support the development of these centers in order to accelerate the growth of centers that is.

In this qualitative research there are social situations, namely three stalls which are the object of research this time. Then the researcher uses the triangulation method in collecting data and using Miles and Huberman analysis techniques in which there are components namely data reduction, data display, and conclusion drawing.

In this study the results of internal factors that support the development of wood craftsmen on the BKR road in Bandung are obtained. in this study only consists of three dimensions, namely aspects of human resources, financial aspects, and technical aspects. Then there are indicators that support business development, namely: business experience, skills, personal capital, profitability, availability of raw materials, and availability of equipment. Thus the business actors in the center can see which internal competencies must be strengthened and improved, so that the centers can develop better for the future.

Keywords: Entrepreneurship, Internal Factors, Development