

# Utilization Mobile Application to Maximize Financial Performance at Danuja Cake and Cookies Kaliwungu Kendal

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**Abstract.** Study This analyze how about Danuja Cake and Cookies, a business culinary scale middle school in Kaliwungu , Kendal, utilizing mobile application for optimize performance finance his business . The main goal studies This is identify potential and benefits use digital technology for culinary SMEs in increase efficiency , productivity and power competitive . The research method used is approach qualitative with studies case . Data collection was carried out through studies literature , observation field , and interviews deep with owner as well as manager Danuja Cake and Cookies finance . Data analysis was performed in a way comprehensive For explore practice utilization mobile applications , the benefits obtained , and challenges faced company . Research results show that Danuja Cake and Cookies has apply various mobile applications , such as For management inventory , record keeping sales , cash and receivables management , and reporting finance . Implementation this digital solution has give benefit significant , including an increase efficiency operational , optimization cash and receivables management , as well as improvement productivity and transparency finances . However , Danuja Cake and Cookies also faces a number of constraint related adaptation employees , integration with system accounting , and availability infrastructure technology . Based on findings said , the study This recommend steps strategic for Danuja Cake and Cookies and culinary SMEs similar , like training employees , integration application with system accounting , provision infrastructure adequate technology , as well utilization feature analytic application For evaluation performance and retrieval decisions . Efforts This expected can push adoption effective digital technology For increase Power competitiveness and sustainability business culinary in the industrial era 4.0.

**Keywords :** Mobile Application , Financial Performance, Culinary Business , SME, Digitalization

## Introduction

The development of digital technology has brought significant changes to various industries, including the culinary sector. Mobile applications are increasingly becoming an important platform for culinary entrepreneurs in increasing operational efficiency and expanding their business reach. As quoted from the latest research by the Central Statistics Agency: "The use of mobile applications among culinary entrepreneurs can increase sales by up to 30% and save operational costs by 15%." (BPS, 2022)

In this case study, we will analyze how Danuja Cake and Cookies, a medium-scale culinary business in Kaliwungu, Kendal, utilizes mobile applications to maximize its business financial performance. Danuja Cake and Cookies is a local SME that has grown rapidly in recent years, but still faces challenges in efficient financial management.

Through a comprehensive analysis of the practice of utilizing mobile applications at Danuja Cake and Cookies, this study aims to identify the potential and benefits of using digital technology to optimize financial performance in medium-scale culinary businesses. The findings of this study are expected to be a valuable reference for other culinary SMEs in implementing effective digitalization strategies to increase their profitability and competitiveness.

This topic is becoming increasingly relevant amidst the increasingly tight competition in the culinary industry, as well as the ever-growing demands of consumers. By optimally utilizing digital technology, culinary businesses in Indonesia are expected to be able to increase their efficiency, productivity, and competitiveness in the long term.

## Research Methods

Study This use approach qualitative with method studies case . Through method this , we can do analysis deep to utilization mobile application by Danuja Cake and Cookies in maximize performance finance his business .

Steps taken started with studies literature . We do review comprehensive to literature related utilization digital technology , in particular mobile application , in management finance business culinary . We also collect secondary data like reports , articles and publications relevant scientific with Topic study .

Next , we do observation directly on site Danuja Cake and Cookies business for understand business processes and practices management finance company . We observe use mobile application in activity Danuja Cake and Cookies operations and finances .

Stage next is interview in depth . We do interview structured with owner and manager Danuja Cake and Cookies finance . Through interview , we dig information related to the digitalization strategy implemented , the benefits obtained , and challenges faced . We also collected primary data regarding performance finance before and after implementation mobile application .

After data collection , we do analysis comprehensive . We process and analyze the qualitative data obtained , identifying patterns , trends , and insights that can explain utilization mobile application in optimization performance Danuja Cake and Cookies finance . We also do comparison between condition before and after implementation mobile application for evaluate the impact .

At the stage Finally , we formulate recommendation practical for Danuja Cake and Cookies and culinary SMEs similar in utilise mobile application for increase performance finance . In addition , we also identify potential implementation solution similar in context business culinary other .

Through approach comprehensive qualitative research This expected can produce analysis deep as well as applicable recommendations For push adoption digital technology among business culinary scale medium .

## **Results and Discussion**

Based on analysis comprehensive to utilization mobile application by Danuja Cake and Cookies, research This produce interesting findings . In terms of utilization mobile application , Danuja Cake and Cookies has apply use a number of application For support various aspect management finance business . The applications used among other applications management inventory and purchasing , app recording transaction sales , application cash and receivables management , as well as application reporting finance .

Implementation the mobile application has give a number of benefit for Danuja Cake and Cookies, like improvement efficiency operational , optimization cash and receivables management , improvement productivity and retrieval decisions , and improvement transparency and accountability finance company .

Although Likewise , Danuja Cake and Cookies is also facing a number of constraint in implement These digital solutions include adaptation employee to system new , integration with system accounting that has been there is , and availability stable internet network .

Based on findings this , research This recommend a number of step strategic for Danuja Cake and Cookies for increase effectiveness utilization mobile application in manage performance finance , including : carrying out socialization and training intensive for employees , integrating application with system accounting that has been there is , make sure availability stable internet network , and utilise feature analytic in application For evaluation performance and retrieval more decisions measurable .

With apply recommendations said , Danuja Cake and Cookies is expected can the more optimize utilization digital technology in support management efficient and accountable finances . This ultimately will increase Power competitiveness and sustainability business in the middle competition industry increasingly culinary dynamic .

## **Discussion**

### **Implementation Mobile Application for Financial Performance Optimization**

Findings study This show that Danuja Cake and Cookies has utilise various mobile application for support management finance his business in a way more effective . The applications used include , among others , management inventory and purchasing , recording transaction sales , cash and receivables management , and reporting finance .

Implementation this digital solution has give a number of benefit for Danuja Cake and Cookies. First , the operational process become more efficient , with transaction recording and

monitoring more finances fast and accurate . This is allow taking decision strategic based on more financial data reliable .

Second , mobile applications have help Danuja Cake and Cookies in optimize cash and receivables management . Company cash flow can under control with more ok , while the billing process is ongoing receivables become more effective , so that improve working capital .

Third , mobile applications improve productivity and quality taking decision at Danuja Cake and Cookies. Report finance can produced in a way fast and real-time, making it easy analysis trend as well as evaluation more performance systematic and comprehensive .

Finally , the implementation mobile applications also improve transparency and accountability finance company . Financial data recorded with good and able accessed at any time , making it easier inspection and reporting to internal and external parties external .

### **Challenge in Implementation Mobile Application**

Although give Lots benefits , Danuja Cake and Cookies also face a number of challenge in apply mobile application for support management finance .

First , adaptation employee to system new become challenge separately . Needed time and training intensive for employees can get used to self with use application , remembering part Still used to with manual recording .

Second , the integration process mobile application with system accounting that has been There is previously also needed source power and time that is not a little bit . Need adjustments to the system accounting that has been used before it happens good data synchronization .

Lastly , availability stable internet network become prerequisite important for smoothness use mobile application . Disruption connection can hinder activity recording and reporting finance , so that need provided alternative data backup for guard sustainability operational .

### **Recommendation Strategic**

Based on findings research , some recommendation strategic that can applied Danuja Cake and Cookies for increase effectiveness utilization mobile application in management finance , including :

1. Do intensive socialization and training for all over employee related use mobile application . This is important For ensure effective adaptation and use application optimally .
2. Integrate mobile application with system accounting that has been There is For ensure data and process continuity . Good integration will increase efficiency and accuracy management finance .
3. Ensure availability stable internet network throughout location business , and prepare reliable data backup system . This is For guard sustainability operational and avoid disturbance in utilization mobile application .
4. In general periodic to study effectiveness use mobile applications and perform refinement in accordance need growing business . Evaluation and improvement sustainable important done For ensure application can adapt with dynamics business .
5. Utilise feature analytic in mobile application for do evaluation performance finance and withdrawal more decisions measurable . Utilization of data and information finance will be optimal increase quality taking decision strategic .

With apply recommendations said , Danuja Cake and Cookies is expected can the more optimize utilization digital technology , in particular mobile application , in support management efficient and accountable finances . This ultimately will increase Power competitiveness and sustainability business in the middle competition industry increasingly culinary dynamic .

### **Conclusion**

case study on Danuja Cake and Cookies shows that utilization mobile application can give benefit significant for optimization performance finance in business culinary scale medium . Findings study This disclose a number of points important .

First , Danuja Cake and Cookies has apply use various mobile application for support management finance his business , includes application management inventory , record keeping sales , cash and receivables management , and reporting finance . Implementation this digital solution has give Lots benefits , such as improvement efficiency operational , optimization cash and

receivables management , improvement productivity , as well as transparency and accountability more finances Good .

However , Danuja Cake and Cookies also faces a number of challenge in implement mobile applications , such as adaptation employees , integration with system accounting that has been there is , and availability stable internet network . Therefore that , research This recommend steps strategic for Danuja Cake and Cookies, including training employees , integration application with system accounting , ensuring infrastructure technology adequate , and utilise feature analytic application For evaluation performance and retrieval decision .

In general overall , study The case of Danuja Cake and Cookies shows that utilization mobile application can become solution effective for culinary SMEs For optimize management finance , improve Power competitive , and supportive sustainability business in an increasingly growing industry competitive ..

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