

ABSTRACT

EatNeat is a micro, small, and medium enterprise (MSME) operating in the snack food sector, focusing on both sweet and savory products. As the market becomes increasingly competitive, financial management plays a crucial role in maintaining the sustainability and growth of the business. The background of this study is to understand how the recording and management of financial reports can affect the business stability of MSMEs like EatNeat.

This study aims to analyze the financial report conditions and financial development of EatNeat during the period from 2022 to 2025. The main focus is to evaluate the impact of simple financial recording on the stability and profitability of the business, as well as to identify financial challenges faced in daily operations.

The method used is qualitative descriptive, with data collected through interviews, observations, and direct documentation from the EatNeat internal team. This approach enables the researcher to obtain a comprehensive overview of financial practices, marketing strategies, and product distribution dynamics within the business.

The results show a significant increase in product diversification and the use of social media and digital platforms to expand market reach. The positive impact is evident in the increased number of customers and distribution of products beyond the city of origin. From a financial perspective, EatNeat experienced a rising trend in net profit despite fluctuations in operational costs. The main challenge lies in managing daily cash flow, particularly related to the cash-on-delivery payment system applied to agents, which may pose a risk of uncollectible receivables without proper control.

The contribution of this study is to emphasize the importance of fundamental financial management knowledge for MSME actors as a foundation for long-term business development. It is hoped that the findings of this research can serve as a reference for other MSMEs at similar development stages to optimize financial recording and distribution strategies to improve business efficiency and profitability.

Keywords: *MSME, EatNeat, financial reporting, business strategy, business development, financial management, profitability.*