

Implementation of Simple Financial Statement Application in Supporting Financial Management of Toko Sumber Indah

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the Indonesian economy. However, a significant challenge for many MSMEs is the lack of proper financial management, particularly the preparation of financial reports according to accounting standards. This study aims to analyze the implementation of simple financial statements to support financial management at Toko Sumber Indah, a grocery store in Tanjungpinang, Riau Islands. The research method used is a qualitative approach with a case study design. Data were collected through direct interviews, observation, financial document analysis, and a structured mentoring process. The mentoring activities included initial identification of problems and needs, planning, implementation of basic financial management, and evaluation of results. The results showed that before mentoring, Toko Sumber Indah only conducted simple and unsystematic manual recording using notebooks and Excel, without producing formal financial reports. After receiving mentoring, the business owner was able to prepare a simple income statement and improve the neatness and regularity of recording financial transactions. The financial statements prepared include calculation of net profit margin and gross profit, although the business's financial performance indicators (sales, gross profit, net profit, and net margin) declined during the assessment period due to post-holiday seasonality, not due to any failure in the implementation of financial reporting. The conclusion of this study indicates that the implementation of simple financial statements helps MSME owners understand their business's financial health, supports decision-making for business development, and has the potential to be used as a document for applying for bank credit. The findings confirm that financial mentoring is effective in improving the financial literacy and management of MSMEs.

Introduction

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of Indonesia's economy, as they contribute significantly to the Gross Domestic Product (GDP) and absorb the majority of the national workforce. According to data from the Ministry of Cooperatives and SMEs, the number of MSMEs in Indonesia continues to increase each year. However, as noted by Wardhani & Kusuma (2023), despite this growth, many MSMEs still face common challenges such as limited access to capital, difficulties in marketing, and weak financial management. One of the root causes of these problems is the absence of proper financial recording. Many MSME owners perceive financial reporting as complicated, unnecessary, and time-consuming, resulting in only simple records of sales and purchases in notebooks.

Toko Sumber Indah, a grocery store located on Jl. Raja H. Fisabililah, Tanjungpinang, exemplifies this issue. Operating since 2015 in a strategic location and offering a wide range of products from basic necessities to unique items such as snack bouquets the store still manages its finances in a very simple and irregular manner. Transactions are recorded manually using notebooks and Excel spreadsheets, without preparing basic financial statements such as income statements or balance sheets. Consequently, the owner lacks accurate knowledge of profits, cost control, and the financial basis for making sound business development decisions.

The *Standar Akuntansi EMKM* (Accounting Standards for Micro, Small, and Medium Entities), issued by the Indonesian Institute of Accountants (IAI), provides a simplified framework for financial reporting tailored to MSMEs. The EMKM standard requires only three main financial statements: the income statement, the statement of financial position (balance sheet), and notes to the financial statements, using the accrual basis (IAI, 2018). According to Fitriani & Nugroho (2024), the application of EMKM standards is expected to help MSME owners organize their financial records, understand their financial condition, and improve their chances of obtaining bank credit.

Method

This study employs a qualitative approach. According to Sugiyono (2020), qualitative research is a method based on post-positivist philosophy, used to examine natural conditions of an object in which the researcher acts as the key instrument. This method was chosen because it allows for an in-depth exploration of the phenomenon of implementing simple financial statements in the real context of MSME activities. Unlike purely numerical measurements, qualitative research provides a holistic view of financial management at *Toko Sumber Indah*, covering all stages of implementation and the impact on overall business financial management.

The object of this research is *Toko Sumber Indah*, located on Jl. Raja H. Fisabililah, Tanjungpinang. The data sources consist of both primary and secondary data. Primary data were obtained directly through in-depth interviews, on-site observations, and documentation. These data include the business profile and characteristics of the MSME, its problems and needs, results of mentoring and evaluation, as well as records of sales, profit and loss, and assets. Secondary data were collected from company documents such as simple transaction records.

The research procedure was carried out in several stages. The first stage was initial identification to understand the business profile, problems, and needs of *Toko Sumber Indah*. The second stage involved planning, which included designing the mentoring program and setting achievement indicators as benchmarks. The third stage was the implementation of mentoring, focusing on training in systematic transaction recording and preparation of simple financial statements. The final stage was evaluation, conducted to assess the outcomes of implementing simple financial statements by comparing the business condition after mentoring with the initial condition and predetermined targets.

Data analysis was performed using an interactive model consisting of data collection, data condensation, data presentation, and conclusion drawing/verification. Data validity was tested using triangulation techniques, namely by comparing data obtained from interviews, observations, and documentation (Miles & Huberman, 2014).

Result and Discussion

Prior to the mentoring program, financial recording at *Toko Sumber Indah* was limited to simple notes of sales, purchases, and other transactions using notebooks and Microsoft Excel. The business had not yet prepared systematic financial statements such as the balance sheet or income statement. This condition is consistent with various studies indicating that most MSMEs still face

limitations in applying the EMKM Accounting Standards due to low accounting literacy and minimal financial administration. The owner had never prepared an income statement, balance sheet, or cash flow statement.

The financial condition of March 2026 served as the baseline data before mentoring was conducted. The following table presents the financial performance data obtained from the initial identification and subsequent mentoring activities:

Table 1. Business Performance of the Targeted MSME Mentoring Program

No	Description	Unit	Target	Initial Condition	End of Mentoring	Post-Mentoring
1	Sales Value	Rp million/month	Rp 80 million/month	Rp 73 million	Rp 43 million	Rp 65 million
2	Gross Profit Value	Rp million/month	Rp 15 million/month	Rp 13 million	Rp 7 million	Rp 10 million
3	Net Profit Value	Rp million/month	Rp 13 million/month	Rp 10 million	Rp 4 million	Rp 7 million
4	Net Margin Rate	% of sales	16%	14%	9%	11%

Business Performance Analysis

Based on Table 1, all performance indicators of *Toko Sumber Indah* show a decline compared to the predetermined targets. The sales value, which was targeted at Rp 80 million per month, only reached Rp 73 million at the beginning of the mentoring program, then decreased to Rp 43 million at the end of mentoring, and later increased to Rp 65 million during the post-mentoring stage. A similar decline occurred in gross profit, which fell from Rp 13 million to Rp 7 million, before rising again to Rp 10 million post-mentoring. Net profit also decreased from Rp 10 million to Rp 4 million, and then recovered to Rp 7 million after mentoring. The net margin rate dropped from 14% to 9% and later improved to 11% post-mentoring.

This condition was influenced by the timing of the initial data collection, which coincided with the period leading up to and during Eid al-Fitr, when consumer demand was high. After this festive period ended, sales volume declined, which negatively impacted business profitability. Nevertheless, the improvement observed in the post-mentoring stage indicates that the business began to recover and that the owner had started applying more systematic transaction recording and simple financial reporting as a result of the mentoring activities.

Implementation of Simple Financial Statements

The mentoring program was conducted on May 10, 2026, focusing on training the owner to record financial transactions neatly and systematically using Microsoft Excel, as well as preparing simple financial statements. During the mentoring, the business owner learned how to create transaction records and prepare basic reports. As a result of the mentoring, a simplified balance sheet was successfully produced, marking the initial step toward structured financial management at *Toko Sumber Indah*.

Table 2. Balance Sheet

As of March 31, 2026*(Source: Processed from Evidence 1, 2026)*

Assets	Amount (Rp)	Liabilities & Equity	Amount (Rp)
Current Assets		Liabilities	
Cash	1,000,000	Trade Payables	-
Bank	-	Bank Loans	-
Accounts Receivable	-		
Inventory	100,000,000	Equity	
Prepaid Expenses	-	Capital	201,000,000
Supplies	-		
Fixed Assets			
Equipment	100,000,000		
Accumulated Depreciation	-		
Total Assets	201,000,000	Total Liabilities & Equity	201,000,000

Balance Sheet Analysis

Based on the balance sheet of *Toko Sumber Indah* as of March 31, 2026, total assets amounted to Rp 201,000,000, consisting of cash of Rp 1,000,000, inventory of Rp 100,000,000, and equipment valued at Rp 100,000,000. On the liabilities side, there were no obligations recorded (neither trade payables nor bank loans). The entire financing came from the owner's equity, amounting to Rp 201,000,000. This condition indicates that the business relied fully on internal capital without external debt financing, which reduces financial risk but may limit growth opportunities due to the absence of leverage.

Table 3. Income Statement**For the Period Ending March 31, 2026***(Source: Processed from Evidence 1, 2026)*

Description	Amount (Rp)
Net Sales	73,000,000
Cost of Goods Sold	60,000,000
Gross Profit	13,000,000
Operating Expenses	3,000,000
Net Profit	10,000,000

Income Statement Analysis

Based on Table 3, *Toko Sumber Indah* recorded sales revenue of Rp 73,000,000 during March 2026. From this total, the company incurred a Cost of Goods Sold (COGS) of Rp 60,000,000, resulting in a gross profit of Rp 13,000,000. This gross profit represents the difference between sales revenue and the cost of merchandise sold during the period.

In its operational activities, the store also incurred operating expenses, consisting of electricity and telephone costs of Rp 1,235,000 and other operating expenses of Rp 1,765,000. Thus, total operating expenses amounted to Rp 3,000,000. After deducting these expenses, *Toko Sumber Indah* achieved a profit before tax of Rp 10,000,000. Since the business had not yet recorded tax expenses during this period, net profit remained at Rp 10,000,000.

This result indicates that the business was able to generate a net profit of approximately 14% of total sales. Such a percentage reflects the store's ability to control operating costs effectively while maintaining positive profitability. The income statement also provides the owner with a structured basis for evaluating business performance, identifying strategies to increase sales, and planning future business development.

The preparation of this simple income statement represents one form of implementing EMKM Accounting Standards, which provide structured information on revenues, expenses, and profits. Prior to mentoring, the owner only recorded basic transactions, making it difficult to determine actual profitability. After preparing the income statement, the owner can now measure business performance more accurately and use this information as a foundation for economic decision-making and future business growth.

Discussion

The findings of this study are consistent with research conducted by Sari & Pratiwi (2022) and Fitriani & Nugroho (2024), which emphasize that the application of simple financial statements based on EMKM standards helps MSMEs better understand their financial health and improves the quality of financial information available to business owners.

Before mentoring, financial management at *Toko Sumber Indah* was still carried out in a rudimentary manner, relying on manual records in notebooks and Microsoft Excel. Recording was limited to sales, purchases, and other transactions, with many transactions left unrecorded and without the preparation of basic financial statements. This condition made it difficult for the owner to obtain reliable financial information as a basis for evaluating business growth and making decisions.

Through the mentoring program, the owner was introduced to the importance of systematic transaction recording and the preparation of simple financial statements. The mentoring process guided the owner in recording transactions more systematically and preparing basic reports, including the income statement and balance sheet. The results showed that the owner was able to record transactions more neatly and prepare simple financial statements as tools to monitor the financial condition of the business.

Although business performance during the mentoring period did not meet the set targets due to external factors such as the end of the Eid al-Fitr season, which had previously boosted consumer demand the adoption of structured transaction recording and financial reporting provided significant benefits. With improved financial information, the owner can now evaluate performance more effectively and make better business decisions to support sustainability and future development.

Conclusion

The identification, mentoring, and evaluation of the implementation of simple financial statements at *Toko Sumber Indah* demonstrate that the initiative successfully improved the quality of financial management. Prior to mentoring, the business relied only on basic manual records without producing any financial statements. After mentoring, the owner was able to prepare a simple income statement and balance sheet, as well as record daily transactions more systematically.

Although financial performance indicators (sales, profit, margin) declined during the end and post-mentoring periods due to external seasonal factors specifically the fasting month and Eid al-Fitr the effectiveness of the financial reporting implementation itself remains evident. The availability of structured financial statements provided a strong foundation for the owner to make

better financial decisions, control costs, and plan strategies for future business development. This success highlights the importance of financial literacy and practical, participatory mentoring approaches in fostering MSME growth and sustainability.

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