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Strengthening Financial Potential to Improve the Stability of Entrepreneurs' Business Operations

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ABSTRACT
Building business potential for community enterprise groups requires prioritizing product development potential, financial potential, business operation potential, and marketing potential to enable sustainable business growth. This present study describes and analyzes strengthening financial potential to improve the stability of entrepreneurs' business operations. Mixed-method study the qualitative interview study with key informants, and the quantitative survey study with sample data. In this regard, problems, obstacles in production, marketing, finance and accounting, and networking toward efficient guidelines for improving the stability of entrepreneurs' business operations. Meanwhile, the strengthening financial potential to improve the stability of entrepreneurs' business operations includes enhancing the potential of production, enhancing the potential of demand, enhancing the potential of strategy, and enhancing the potential of value-added to impacts affecting direct and indirect influences of stability based on business operations at statistically significant. Capacity-building approaches for improving the stability of financial planning, increasing financial skills, accessing capital, managing debt, hedging, and continuous monitoring and improvement will benefit entrepreneurs' business operations effectively.

KEYWORDS: Strengthening financial potential, improving the stability, entrepreneurs' business operations

INTRODUCTION
The transition from the 20th century to the 21st century is a significant structural transformation, including rapid developments in technology and communication that have caused unprecedented changes in the competitive context. In addition, the global competitiveness rankings focus on developing competitive advantages through innovation, creativity, and technology to replace comparative advantages (National Economic and Social Development Board., 2017). Production factors and natural resources are important. In particular, the current competitive context has dimensions that are interconnected in economic, political, and social dimensions that are complex and interconnected without boundaries, as well as being driven by rapid and violent changes that make competition difficult to predict and highly volatile. In this regard, the changing global and social contexts have resulted in Thai community enterprises, which face challenges from both internal and external factors, having to quickly adapt to keep up with the changes to increase their competitiveness (Songyothin, T., 2017). Therefore, community business operations need to be promoted and supported in the operations of community enterprise groups that aim for a learning society, an opportunity society, and a society of growth in job creation and income generation so that the groups have spatial wealth and effective competitiveness. Community enterprise is a community activity about product production, and service provision carried out by a group of people who share a common bond and way of life.

Therefore, community enterprise is an operation that includes the thought process, product management, and resources, by using raw materials, all types of resources, and community wisdom to jointly create products to create economic, and social development, and learning for people in the community (Sukonthasing, P., 2014). However, creating competitiveness for community enterprises is based on upgrading them to have stability in building immunity and resulting in higher income (Wongintha, T., et al., 2015). Meanwhile, development is essential to develop innovations and apply technology to further develop products to create added value,

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including promoting a potential entrepreneurial society (Nicholls, D. L., & Bumgardner, M. S., 2018). In addition, building competitive potential should focus on production, demand, strategy, and value-added for stability based on business operations for sustainable business growth (Haseeb, M., Hussain, H., Kot, S., Androniceanu, A., and Jermsittiparsert, K., 2019). In this way, the ability to manage money and financial resources effectively and stably is an important factor affecting the operation of community businesses that must start from the use of correct financial knowledge and practices, and improve according to the situation and financial goals. Creating a business plan is a process used to plan and define the business vision, and business plans, and set the business objectives of the entrepreneur that helps to set the business direction and operate the business more effectively (Zhou, J., Bi, G., Liu, H., Fang, Y., & Hua, Z., 2018). Creating a business plan and conducting business analysis is another important part that will help the community enterprise group's business operations succeed. Business analysis is a process used to study and understand a business by focusing on exploring and evaluating information to make business decisions that help entrepreneurs gain a better understanding of the market, and help in managing a stable organization and creating opportunities for future development and growth (Soleimanof, S., Rutherford, M. W., & Webb, J. R., 2018). According to Astara, W. W., Budiartha, N. P., & Wesna, A. S. (2020), the strengthening financial potential from the business analysis is an important tool that will help entrepreneurs to have the potential to plan their business systematically, including production potential, demand potential, strategic potential, and value-added potential, leading to future success effectively and steadily.

From the study of the problem contexts based on area regarding financial potential and competitiveness in the business operations of community enterprise groups in Chiang Rai Province, Thailand, with entrepreneurs and occupational groups, it was found that they face the problem of financial liquidity, financial knowledge problems, entrepreneurs lack understanding about money management and appropriate financial planning that causes entrepreneurs to lose opportunities, and face financial problems in the future, lack skills in business planning and analysis of their businesses, which such problems require strengthening financial knowledge and potential, as well as transferring knowledge about business planning and analysis to be able to operate businesses more stably and effectively. To build competitiveness, in addition to increasing production productivity, a strong foundation must be laid from supporting and increasing the capacity of local community enterprise groups that can use their strengths in business operations that reflect the creation of a community economy that can be self-reliant and is an economic system that supports sustainable development. Thus, this research will provide analytical clarity on strengthening financial potential to improve the stability of entrepreneurs' business operations in Chiang Rai Province, Thailand toward business operations with competitiveness and support the creative economy effectively and sustainably.

THEORETICAL CONCEPTS AND FRAMEWORK

The potential development is a process of analyzing problems and finding solutions through the process of raising competitiveness. By strengthening the potential of community enterprises related to the production of goods, and providing services in business operations to generate income. While, business operations include the thinking process and managing products, and resources at every stage, community enterprises are activities that generate stable income in creating products of business operations by using the wisdom and creativity of the community combined with universal knowledge (Namfon Jaidee, N., and Bandityarak, H., 2014). However, the production of goods, the provision of services that are conducted by the community enterprise groups to generate financial profits, and social profits that are managed by the community's capital, namely resources, products, knowledge, local wisdom, culture, and society to make the community economic system strong. Effective business operations of community enterprises will focus on the process of developing the potential of the group (Songyothin, T.,2017). It is necessary to support the community economic system by organizing the relationship between people, resources, and knowledge, which are the main factors that cause learning, management, and development that occurs within the community to discover its potential, and its true capital, which is the capital that is resources, products, knowledge, wisdom, local culture, and social capital (Zhou, J., Bi, G., Liu, H., Fang, Y., & Hua, Z., 2018). The financial potential has a group of people to help in the operation by using local wisdom, and community resources, has a philosophy that emphasizes self-reliance and sufficiency, including having a learning process by the community at all levels, has tools, and

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methods that emphasize the network of power that connects the production process. Especially, the production-focused management to create a solid foundation for the group to build a strong community economic system from the beginning of innovation by the community because the community has knowledge, and wisdom, which if the community has an appropriate learning process, will create self-confidence, and can initiate new creations to create competitiveness effectively. Therefore, in the business operations of community enterprises, the community must prepare and survey the potential of the group and analyze it to find the direction and business opportunities, take the analysis results, and use them in making an investment plan that manages all aspects related to production, and the distribution of products to create competitiveness to the stability of entrepreneurs' business operations (Astara, W. W., Budiartha, N. P., & Wesna, A. S., 2020). Productivity enhancement and competitiveness are the value of the output produced by units of labor or capital, where productivity depends on the quality and characteristics of the product, as well as the efficiency in producing that good, from improving the quality of the product in terms of production such as human resources, e.g., labor skills, labor costs, physical resources, e.g., the quality, accessibility, and cost of resources, knowledge resources, e.g., technical knowledge, and markets for producing goods and services, capital resources, e.g., financial resources, and the cost of acquiring and obtaining capital, infrastructure, e.g., the quality, and cost of access to infrastructure that affects competition (N. Buratti, C. Sillig, M. Albanese, 2022). Production management produces products and services using the organization's production resource process and responding to customer demand. Production management is important to business organizations and the country's economic development. Production management comprises the process, activity, or arrangement of equipment and material flow that affect product and service creation; and operational organization management. Production management seeks to improve and increase the production process's efficiency. These community enterprise production management strategies can enable organizations to achieve higher production efficiency to meet the ever-changing customer demands and limited resources.

Meanwhile, creating a competitive advantage in the production of community enterprise products depends on the efficient use of resources, especially, systematic group management, production of quality and standard products, financial management, business operation strategies, and the availability of highly skilled human resources in product production, which require continuous development for business operations to have the most efficient and stable income. The demand for both quantity and quality of products requires manufacturers to innovate in producing products to meet consumer needs and have a variety of marketing channels, however, the characteristics of demand that affect competitive advantage are important, including segment structure of demand, sophisticated and demanding buyers, and anticipatory buyer needs (V. Carneiro, et al., 2021). The strategies can significantly enhance entrepreneurial operations, it is essential to recognize that external factors, such as market volatility and resource constraints, can also impede growth. Balancing innovation with risk management remains a critical challenge for community enterprises (Astara, W. W., Budiartha, N. P., & Wesna, A. S., 2020; R. Duffett, et al., 2018). The strategy will result in efficient product production that affects competitiveness which is an important determinant of competitive advantage from innovation in creating new products and new production processes including management and marketing strategies to make business operations successful. The value-added potential of entrepreneurs' business operations involves leveraging various strategies and resources that can significantly improve their operational effectiveness and market competitiveness (P. Somwethee, S. Aujirapongpan, J. Ru-Zhue, 2023). Business operations stability is crucial for ensuring the resilience and sustainability of enterprises in various market conditions for the stability of entrepreneurs' business operations (J. Rezaei, R. Ortt., 2018). In this way, strengthening financial potential to improve the stability of entrepreneurs' business operations by enhancing the potential of production, enhancing the potential of demand, enhancing the potential of strategy, and enhancing the potential of value-added to impacts affecting direct and indirect influences of stability based on business operations (J. Ru-Zhue, 2023; N. Buratti, C. Sillig, M. Albanese, 2022; V. Carneiro, et al., 2021; Astara, W. W., Budiartha, N. P., & Wesna, A. S., 2020; R. Duffett, et al., 2018), there is an important study, also, this study describes and analyzes the strengthening financial potential to improve the stability of entrepreneurs' business operations, and the causal relationship between the strengthening financial potential to impacts affecting stability based on business operations of research framework as shown in Figure 1.

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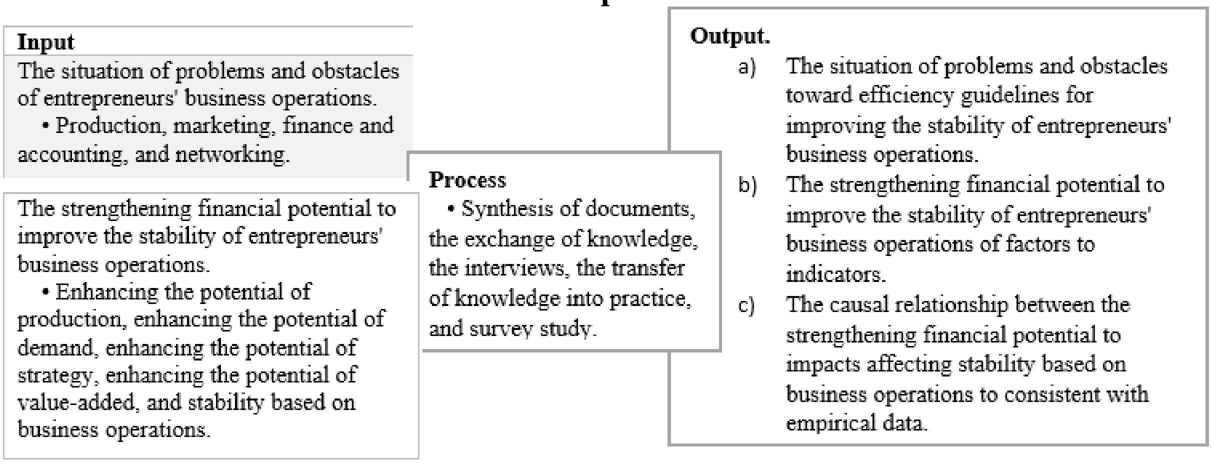
Figure 1.
Research framework of strengthening financial potential to improve the stability of entrepreneurs' business operations.



Source: *J. Ru-Zhue, 2023; N. Buratti, C. Sillig, M. Albanese, 2022; V. Carneiro, et al., 2021; Astara, W. W., Budiartha, N. P., & Wesna, A. S., 2020; R. Duffett, et al., 2018.*

RESEARCH METHODS

3.1 Research design is a mixed-method study that combines participatory action research, the qualitative study by the synthesis of documents, the exchange of knowledge, and the interviews that use multi-contextual and cultural perspectives and the transfer of knowledge into practice, the quantitative survey study to make the research as complete as possible, and to be able to provide the research results that are descriptive and summarized based on the research results effectively into the study the strengthening financial potential to improve the stability of entrepreneurs' business operations with the participants at the Community Enterprise Group in Chiang Rai Province, Thailand. Respondent profile of participants at community enterprise groups in Chiang Rai Province, Thailand such as local silk productive groups, and food processing groups, the key informants in exchange of knowledge, interviews, transfer of knowledge into the practice of community enterprise entrepreneurs, group members, product manufacturers among 50 people, by purposive sampling, the sample into a survey study by questionnaire respondents of community enterprise entrepreneurs, group members, product manufacturers, and product buyers among 319 people, by multi-stage stratified random sampling data.

3.2 Research instruments such as 1) a structured interview consisting 4 interview topics all concerned addressed the situation of problems and obstacles for improving the stability of entrepreneurs' business operations, it contained questions like – What is the situation of problems and obstacles in production, marketing, finance and accounting, and networking toward efficiency guidelines for improving the stability of entrepreneurs' business operations? 2) a structured interview consisting 5 interview topics all concerned addressed the strengthening financial potential to improve the stability of entrepreneurs' business operations, it contained questions like – What is the strengthening financial potential in enhancing the potential of production, enhancing the potential of demand, enhancing the potential of strategy, enhancing the potential of value-added, and stability based on business operations indicators for improving the stability of entrepreneurs' business operations? 3) a semi-structured questionnaire addressed the causal relationship between the strengthening financial potential and impacts affecting stability based on business operations, it consisted of 5 rating scales divided into 5 parts and each part addressed questions on a specific relationship: part 1; enhancing the potential of production, part 2; enhancing the potential of demand, part 3; enhancing the potential of strategy, part 4; enhancing the potential of value-added, part 5; stability based on business operations, and the whole questionnaire included open-ended suggestions, to a reliability value of 0.84.

3.3 Data collection such as 1) the exchange of knowledge and the interviews that use multi-contextual and

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cultural perspectives, the interviews in the situation of problems and obstacles among 50 key informants toward efficiency guidelines for improving the stability of entrepreneurs' business operations, 2) the synthesis of documents, and related research for the integration and development of conceptual framework pertaining, and the interviews that use multi-contextual and cultural perspectives, the interviews in the strengthening financial potential among 50 key informants to indicators for improving the stability of entrepreneurs' business operations, 3) a leading the factors and indicators of the strengthening financial potential in synthesized to transfer knowledge from the workshop among 50 key informants to create awareness and understanding for improving the stability of entrepreneurs' business operations, and 4) the survey by questionnaire addressed to 319 samples to take the results for analysis of the causal relationship between the strengthening financial potential to impacts affecting stability based on business operations consistent with empirical data methods.

3.4 Data analysis techniques on the situation of problems and obstacles toward efficiency guidelines, and the strengthening financial potential to indicators for improving the stability of entrepreneurs' business operations are the qualitative data to be analyzed using three main stages, e.g., data reduction, data organization, and data interpretation toward a conclusion. The causal relationship between the strengthening financial potential to impacts affecting stability based on business operations as quantitative data to analyze by descriptive statistics including frequency, percentage, mean, and standard deviation, skewness, kurtosis, Chi-square, and correlation coefficient using covariance statistics, including structural equation model (SEM) by LISREL programmed.

EXPERIMENTAL RESULTS

4.1 Situation of Problems and Obstacles Toward Efficiency Guidelines for Improving the Stability of Entrepreneurs' Business Operations.

The situation of problems and obstacles of production, marketing, finance, accounting, and networking toward efficiency guidelines for improving the stability of entrepreneurs' business operations are shown in Table 1.

Table 1.

The situation of problems and obstacles toward efficiency guidelines for improving the stability of entrepreneurs' business operations.

Problems and Obstacles.	***Efficiency Guidelines.***
1. Production: Lack of manpower in production, lack of knowledge and technology in production, standardization of products, raw materials of inconsistent quality, and high production costs.	• Cooperation in developing modern, low-cost production technologies that support product standard certification for international development, developing production skills to solve labor shortages and high-cost production, and establishing networks to increase production to reduce labor shortages, and raw materials with inconsistent quality.
2. Marketing: Lack of marketing knowledge to increase sales, lack of knowledge in online marketing, lack of product and packaging development, and lack of widespread distribution channels.	• Creating products with an emphasis on local wisdom to showcase the product's strengths to consumers, finding marketing channels that are both online and offline to increase sales, creating new product innovations, packaging development to be modern, emphasizing environmentally friendly packaging, and providing knowledge in all forms of marketing to increase product sales.
3. Finance and Accounting: Lack of capital to operate the business by investing in	• Training to provide knowledge in proper accounting to be able to calculate break-even

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purchasing tools and equipment, having many rules to access sources of funds, and lack of a proper costing system that makes production costs unstable.	points, profit and set appropriate selling price, financial planning in calculating working capital, sourcing funds with proper system and low financial cost.
4. Networking: Lack of support from various networks, and lack of mutual participation in business operations.	• Creating cooperation in product consumption, cooperation within and outside the group, including developing knowledge and skills to be able to create production networks.

4.2 Strengthening Financial Potential for Improving the Stability of Entrepreneurs' Business Operations.

The strengthening financial potential of 5 factors includes 1) enhancing the potential of production, 2) enhancing the potential of demand, 3) enhancing the potential of strategy, 4) enhancing the potential of value-added, and 5) stability based on business operations to 25 indicators for improving the stability of entrepreneurs' business operations as shown in Table 2.

Table 2.

The 5 factors and 25 indicators in the strengthening financial potential for improving the stability of entrepreneurs' business operations.

The Factors.	***The Indicators.***
1. Enhancing the Potential of Production.	1.1. Focus on creating uniqueness, culture, and local wisdom for products, providing knowledge on business operations that is easy to understand and communicate to be put into practice. 1.2. Developing production skills to reduce production problems, and systematically procuring funds to enhance the potential of community enterprise groups. 1.3. Supporting technology and innovation to create added value and be suitable for production, training in basic accounting knowledge to be able to calculate costs, break-even points, pricing, and profits correctly, including implementing robust management systems is crucial for optimizing resource use and minimizing waste. 1.4. A well-structured management approach can lead to increased net profits by identifying and leveraging competitive advantages, understanding and assessing production potential is vital it includes evaluating the total cost of production resources and utilization. 1.5. Efficient use of material, financial, and labor resources can enhance overall production efficiency and competitiveness, and integration of innovative technologies can open new growth opportunities to help

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	identify key products that drive revenue by enhancing production and sales.
2. Enhancing the Potential of Demand.	2.1. Focus on developing modern packaging that attracts consumers to buy products and analyze customer needs to produce products that reach the target group, promote creativity in product development, and creative packaging, having a system to track consumer satisfaction to bring feedback to develop product quality, including creating a brand to create brand awareness to uses the product's strengths to communicate to consumers. 2.2. A systematic approach to planning can significantly enhance an enterprise's economic potential, including long-term, medium-term, and operational planning, which collectively guide decision-making processes, and strategic planning helps entrepreneurs identify market opportunities and allocate resources effectively, thereby increasing demand for products. 2.3. Entrepreneurs face unique operational constraints, addressing these constraints through effective operations management can enhance business performance. 2.4. Creating innovations in operations, can streamline processes and improve service delivery, thus attracting more customers, and increasing market demand, particularly when combined with strong marketing capabilities. 2.5. Implementing competitive strategies to foster innovation is crucial for improving market performance and adopting differentiation strategies can achieve better innovation outcomes.
3. Enhancing the Potential of Strategy.	3.1. Promoting sales channels for products that generate continuous income, promoting marketing through electronic media and social media, supporting proactive marketing knowledge in producing products based on customer needs, promoting the production of quality products and standards to gain acceptance in the international market, which increases sales for community enterprise groups. 3.2. Utilizing digital tools enhances operational efficiency and market reach, crucial for community enterprises in emerging economies, implementing differentiation and cost strategies can lead to improved innovation and market

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	performance, particularly in response to external challenges. 3.3. Measuring the strategic potential of business units within entrepreneurial networks allows for tailored strategy development, focusing on resource allocation, and network factors. 3.4. Strategic development maps these tools help in selecting appropriate strategies based on the unique potential of each business unit, ensuring alignment with overall network goals. 3.5. A systematic approach to planning enhances the economic potential of enterprises by establishing a framework for long-term and operational strategies.
4. Enhancing the Potential of Value-added.	4.1. Innovations in operations, connectivity-based analytics, and fostering business model innovation. 4.2. Business accelerators provide essential financial and non-financial resources, leading to value-added outcomes. 4.3. Integration of co-creation strategies through technologies fosters innovation and engagement. 4.4. Allowing business operations to adapt to market changes more effectively. 4.5. Focusing on financial metrics, entrepreneurs can better manage resources and assess their operational effectiveness.
5. Stability based on Business Operations.	5.1. Involves the internal structures and processes that support consistent performance, effective governance, and management practices that are essential for maintaining operational integrity. 5.2. Business operations must navigate fluctuating market conditions, a robust marketing strategy that aligns with business metrics can enhance responsiveness to market changes. 5.3. A well-designed business model that minimizes costs while maximizing revenue is vital for achieving long-term financial stability. 5.4. Investing in local business sectors can enhance governance and security, where external support is critical for stability. 5.5. Quantitative methods for assessing service system stability can help organizations preemptively address potential disruptions, ensuring continuous operation.

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4.3 Causal Relationship Between the Strengthening Financial Potential to Impacts Affecting Stability Based on Business Operations.

The strengthening financial potential of 5 factors as, 1) enhancing the potential of production (PP), 2) enhancing the potential of demand (DP), 3) enhancing the potential of strategy (SP), 4) enhancing the potential of value-added (VAP) to impacts affecting stability based on business operations (SBO). However, the levels of 5 factors such as enhancing the potential of production, enhancing the potential of demand, enhancing the potential of strategy, enhancing the potential of value-added, and stability based on business operations at high levels (Mean of 4.26, Std. of 0.415), by enhancing the potential of production to highest (Mean of 4.37, Std. of 0.492), followed as enhancing the potential of value-added (Mean of 4.32, Std. of 0.515), enhancing the potential of strategy (Mean of 4.25, Std. of 0.478), respectively. Meanwhile, the relationship between the strengthening financial potential and impacts affecting stability based on business operations of 5 factors to the positive relationship as statistically significant at the level of 0.01. Which, is the causal relationship between the strengthening financial potential and impacts affecting stability based on business operations are consistent with empirical data, considering the fit index values that passed the acceptance criteria, namely Chi-square of 335.61, df of 250, a p-value of 0.06024, RMSEA of 0.029, with both directly and indirectly influences being positive to consistent the empirical data as statistically significant at the level of 0.01. In this regard, the levels are shown in Table 3, the relationship factors are shown in Table 4, and the causal relationship models are shown in Figure 2, the direct and indirect influences are shown in Table 5.

Table 3.

The levels of the strengthening financial potential to impacts affecting stability based on business operations in mean, standard deviation, skewness, and kurtosis of all 5 factors.

The Factors.	*Mean.*	*Std.*	*Skewness.*	*Kurtosis.*	*Variances.*
1. Enhancing the potential of production.	*4.37*	*.492*	*-.663*	*.236*	*.242*
2. Enhancing the potential of demand.	*4.14*	*.486*	*-.403*	*.103*	*.236*
3. Enhancing the potential of strategy.	*4.25*	*.478*	*-.470*	*-.015*	*.229*
4. Enhancing the potential of value-added.	*4.32*	*.515*	*-.738*	*.413*	*.266*
5. Stability based on business operations.	*4.20*	*.510*	*-.431*	*-.204*	*.261*
Totals.	***4.26***	***.415***	***-.692***	***.339***	***.172***

Table 4.

The relationship between the strengthening financial potential and impacts affecting stability based on business operations of 5 factors.

Factors	*Mean.*	*Std.*	*PP*	*DP*	*SP*	*VAP*	*SBO*
Enhancing the potential of production (PP)	*4.37*	*.492*	*1*				
Enhancing the potential of demand (DP)	*4.14*	*.486*	*0.715***	*1*			
Enhancing the potential of strategy (SP)	*4.25*	*.478*	*0.684***	*0.656***	*1*		
Enhancing the potential of value-added (VAP)	*4.32*	*.515*	*0.716***	*0.628***	*0.636***	*1*	
Stability based on business operations (SBO)	*4.20*	*.510*	*0.595***	*0.488***	*0.490***	*0.624***	*1*

***Statistically significant at the level of 0.01.*

Figure 2.

The causal relationship models.

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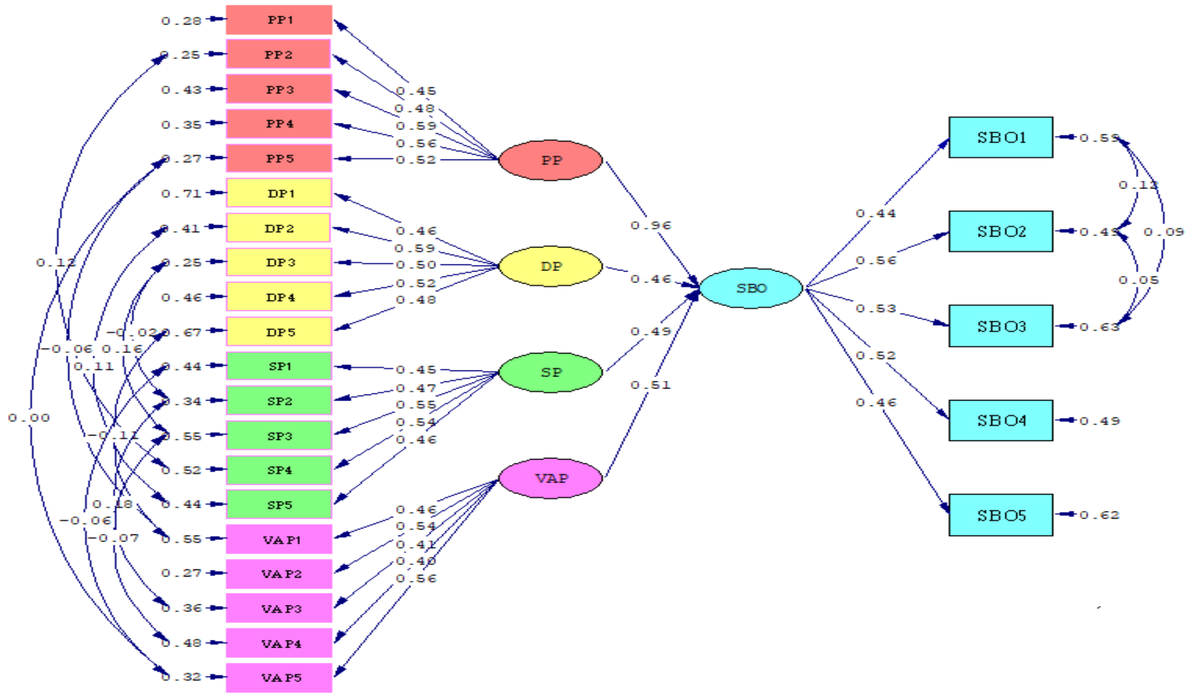

Chi-square of 335.61, df of 250, a p-value of 0.06024, RMSEA of 0.029.

Table 5.
Direct Influence: DE, Indirect Influence: IE, and Total Influence: TE, between the 4 factors of strengthening financial potential and impacts affecting stability based on business operations.

Causal variables.	***Relationship.***	***Results variables.***
		Stability based on business operations (SBO)
Enhancing the potential of production (PP)	*DE.* *IE.* *TE.*	*0.96*** *-* *0.96***
Enhancing the potential of demand (DP)	*DE.* *IE.* *TE.*	*0.46*** *-* *0.46***
Enhancing the potential of strategy (SP)	*DE.* *IE.* *TE.*	*0.49*** *-* *0.49***
Enhancing the potential of value-added (VAP)	*DE.* *IE.* *TE.*	*0.51*** *-* *0.51***

***Statistically significant at the level of 0.01.*

DISCUSSION

Strengthening financial potential to improve the stability of entrepreneurs' business operations includes enhancing the potential of production, enhancing the potential of demand, enhancing the potential of strategy, and enhancing the potential of value-added to impacts affecting direct and indirect influences of stability based on business operations at statistically significant the level of 0.01. This is because enhancing the potential of production was focused on creating uniqueness, culture, and local wisdom for products, providing knowledge on business operations that is easy to understand and communicate to be put into practice, and developing production skills to reduce production problems, and systematically procuring funds to enhance the potential

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of community enterprise groups (Mee-goes, B., Sirariyakul, T., Limphothong, S., Tomcharoen, N., & Jermsittiparsert, K., 2020). Therefore, supporting technology and innovation to create added value and be suitable for production. Simultaneously, enhancing the potential of demand in focus on developing modern packaging that attracts consumers to buy products and analyze customer needs to produce products that reach the target group, promote creativity in product development, and creative packaging, having a system to track consumer satisfaction to bring feedback to develop product quality, including creating a brand to create brand awareness to uses the product's strengths to communicate to consumers, including a systematic approach to planning can significantly enhance an enterprise's economic potential, including long-term, medium-term, and operational planning, which collectively guide decision-making processes, and strategic planning helps entrepreneurs identify market opportunities and allocate resources effectively, thereby increasing demand for products (Ploenhad, J., Laoprawatchai, P., Thongrawd, C., & Jermsittiparsert, K., 2019; N. Buratti, C. Sillig, M. Albanese, 2022). Entrepreneurs face unique operational constraints, and addressing these constraints through effective operations management can enhance business performance. Also, the creating innovations in operations, can streamline processes and improve service delivery, thus attracting more customers, and increasing market demand, particularly when combined with strong marketing capabilities. Besides, enhancing the potential of strategies such as promoting sales channels for products that generate continuous income, promoting marketing through electronic media and social media, supporting proactive marketing knowledge in producing products based on customer needs, promoting the production of quality products and standards to gain acceptance in the international market, which increases sales for community enterprise groups, and utilizing digital tools enhances operational efficiency and market reach, crucial for community enterprises in emerging economies, implementing differentiation and cost strategies can lead to improved innovation and market performance, particularly in response to external challenges (J. Ru-Zhue, 2023; McDowell, W. C., Peake, W. O., Coder, L., & Harris, M. L., 2018). Measuring the strategic potential of business units within entrepreneurial networks allows for tailored strategy development, focusing on resource allocation, and network factors. Thus, the strategic development maps these tools help in selecting appropriate strategies based on the unique potential of each business unit, ensuring alignment with overall network goals.

While enhancing the potential of value-added innovations in operations, connectivity-based analytics, and fostering business model innovation, business accelerators provide essential financial and non-financial resources, leading to value-added outcomes and integration of co-creation strategies through technologies that foster innovation and engagement (Batarliene, N., Ciziuniene, K., Vaiciute, K., Sapalaite, I., & Jarasuniene, A., 2017; Astara, W. W., Budiartha, N. P., & Wesna, A. S., 2020). Allowing business operations to adapt to market changes more effectively. However, by focusing on financial metrics, entrepreneurs can better manage resources and assess their operational effectiveness. Meanwhile, stability based on business operations involves the internal structures and processes that support consistent performance, effective governance, and management practices that are essential for maintaining operational integrity, business operations must navigate fluctuating market conditions, a robust marketing strategy that aligns with business metrics can enhance responsiveness to market changes (Koenigsfed, N. J., 2018; Somjai, S., Vasuvanich, S., Laosillapacharoen, K., & Jermsittiparsert, K., 2020). Thus, a well-designed business model that minimizes costs while maximizing revenue is vital for achieving long-term financial stability, and investing in local business sectors can enhance governance and security, where external support is critical for stability, including the quantitative methods for assessing service system stability can help organizations preemptively address potential disruptions, ensuring continuous operation for improving the stability of entrepreneurs' business operations.

CONCLUSION AND IMPLEMENTATION

Strengthening the financial potential such as 1) enhancing the potential of production involves a multifaceted approach that integrates effective management, resource optimization, and innovative practices, by focusing on these areas, entrepreneurs can significantly improve their operational efficiency, 2) enhancing the potential of demand involves strategic planning, operational management, innovation, and effective marketing initiatives. By integrating these elements, entrepreneurs can create a robust framework that not only meets market demands but also fosters sustainable growth, 3) enhancing the potential of the strategy involves a

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multifaceted approach that integrates innovative strategies, resource management, and competitive dynamics, by leveraging technology and fostering collaborative ecosystems, entrepreneurs can significantly improve their operational efficiency and market performance, 4) enhancing the potential of value-added involves leveraging various strategies and resources that can significantly improve their operational effectiveness and market competitiveness, this can be achieved through innovative practices, strategic partnerships, and the integration of advanced technologies. The following sections outline key aspects that contribute to this enhancement, and 5) stability based on business operations to crucial for ensuring the resilience and sustainability of enterprises in various market conditions, this stability can be understood through multiple dimensions, including organizational, market, and economic factors, which collectively contribute to a business's ability to adapt and thrive to impacts affecting direct and indirect influences of stability based on business operations at statistically significant the level of 0.01, to benefit entrepreneurs' business operations effectively.

The implementation.

In enhancing production potential, it is also important to consider the inherent risks and uncertainties in the entrepreneurial landscape, which can impact the effectiveness of these approaches. Balancing innovation with risk management is crucial for sustainable growth, and enhancing demand potential, it is also important to consider the challenges posed by external factors, such as economic fluctuations and competitive pressures, which can impact the effectiveness of these approaches. Enhancing the value-added potential of entrepreneurs' business operations involves leveraging various strategies and resources that can significantly improve their operational effectiveness and market competitors. Stability is essential, it is also important to recognize that excessive emphasis on maintaining stability can hinder adaptability, which is crucial in rapidly changing environments. Balancing stability with flexibility is key to long-term success in improving the stability of entrepreneurs' business operations.

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