Model of Household

by Nel Arianty

Model of Household Industrial Business Development to Increase Family Income

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Abstract: Currently small industry entrepreneurs should be able to prepare themselves and have good strategies in producing quality products and have a wide marketing network, so that the market or consumers can accept the products produced, so that small business industries can increase family income. Starting from the above phenomenon, and preliminary survey conducted by the researchers, there are several home industry enterprises, in Deli Serdang District, especially in Percut Sei Tuan Sub-District, where business actors manage their business with still simple, but the resulting product has a chance to be liked by the community. Therefore it is necessary that a good strategy for the perpetrators of home industry business can survive and expand its industrial network. The purpose of this research is to make the household industry able to compete and able to face the ASEAN Economic Community and can increase the family income, while the expected goal is to list and classify the type of home industry business in developing the business of household industry to be more able to face the competition of ASEAN Economic Community and can increase family income.
Keywords: Household Industry Business, Family Income

INTRODUCTION

The rapid development of the economy has been the driving force behind the acceleration of development by the Indonesian government to catch up due to the economic and monetary crisis experienced by the Indonesian nation about 10 years ago. The way that the government does is to provide proportional space to small and medium enterprises (SMEs) as well as empower them. The experience of the government in the past is that the reel sector is controlled by a conglomerate company that is not supported by good performance, and consequently the company is bankrupt due to the crisis, which in turn on the larger scale makes the people of Indonesia become worse because of their small number most of the national economy. On the other hand, small and medium enterprises (SMEs) that is very much able to survive in a crisis situation but have a small portion of the role in the national economy. This shows that the resilience of Indonesia's national economy is actually located in small and medium enterprises (SMEs) which is massively a scale of populist economy. Therefore, in small and medium enterprises (SMEs) must have a strategy to produce better products, quality, always innovate and expand the marketing network?

In general, the problems faced by small and medium enterprises (SMEs) associated with the inability to meet financial obligations that is the lack of capital, the availability and lack of skilled human resources, marketing management of less professional products that are less innovative products and promotions made less attractive. This is because the knowledge of small and medium enterprises is very limited and limited.

The Government of Indonesia through various economic policies has sought to develop and empower small and medium enterprises (SMEs) as a support for the national economy, both as a provider of employment, business fields, and foreign exchange earners. Small and medium enterprises have demonstrated their role in job creation and as an important source of growth for Gross Domestic Product (GDP).

In addition, from the Indonesian Statistics Centre (BPS) data in 2000 which states that the Sector of Cooperatives and SMEs able to absorb the national workforce of 99.47%. In the formation of Gross Domestic Product (GDP), the cooperative and SME sectors contribute 41.32% and 16.38%. In business activities, SME and Cooperative sectors contribute 99% of the total business sector SMEs and cooperatives grew by 276% in national export activities.

By looking at the performance of SMEs above actually SMEs also need support from the government, especially in terms of capital and things that support network marketing products In addition SMEs also

need a skilled workforce in creating products. Various studies show that small and medium enterprises have relatively the power to survive compared to large businesses in the face of shocks. The main problems faced by small industries are the inability to fulfill financial obligations, declining production and lack of marketing.

When linked with government efforts to tackle poverty, SMEs can play a role by at least two channels. First, it creates employment, because employment is an effective and sustainable poverty reduction effort, and secondly through the development of small businesses can directly empower to improve their prosperity. Although the Small and Medium Enterprises during the crisis were quite significant in terms of mobilizing the economy, including accommodating the workers who were hit by the crisis, the performance of Small and Medium Enterprises still needed to get their own attention. According to BPS, micro business is a business unit with permanent employees up to 4 people. Small business is a business unit with the number of workers between 5 to 19 workers. While medium enterprises have workers from 20 to 99 workers. From the above it can be seen that home industry is part of SMEs.

LITERATURE REVIEW

High business performance cannot be achieved if the utilization of resources owned by entrepreneurs and organizations cannot be utilized optimally. Optimal utilization of resources will make the business organization has advantages compared to its competitors. If the resources owned by the business organization are equal or lower than that of its competitors, then the business organization will lose its competitiveness. Conversely, if a business organization is able to maintain its superiority compared to its competitors so that existing competitors or potential competitors are not able to match or even outperform the business organization, then sustainable competitive advantage can be obtained and this will play a key role in improving business performance that will eventually increase people's incomes.

According to Barney [1] states that in order to achieve sustainable competitiveness and profit, the company must try to find and grow the special capabilities of all resources owned.

Competitive Strategy Theory [2] argues that companies must create a special competitiveness in order to have a strong bargaining position in the competition. Porter [2] further states that the company can achieve success if three conditions are met: 1) the company's strong market objectives; 2) attention to the strength of the company dynamically taking into account the opportunities and threats of the external

environment; 3) must possess and excel special competence as a driver, if this is not done then business performance and profit will decrease.

Meanwhile, according to Mahoney and Pandian [3] to face increasingly complex competition and internal crisis, small companies can use the theory of resourced-based strategy. This theory is considered potential to maintain the company's success in the condition of the external environment turbulent, this theory prioritizes the development of superior internal capabilities, not transparent, difficult to imitate or diverted by competitors and provide a long competitiveness (futuristic) and resistant to recession proof.

The competencies constructed from utilizing the organization's internal assets through sustainable organizational learning will produce sustained competitive advantages and superior business performance. Barney [1] argues that resource-based view (RBV) resource competencies are a source of sustained competitive advantage when Micro, Small and Medium Enterprises have valuable competencies and resources for customers, rare, difficult to replicate and difficult to replace and this will able to maintain a good position in the competition in the industry. The RBV approach also states that high business performance will be more easily achieved if the company has competent resource and competitiveness [4,1, 5]. Strategic resource coordination resulting from a combination of entrepreneurial orientation and organizational learning will support the creation of non-imitability, non-transferability and non-substitutability resources that are the source of sustained competitive advantage.

Another important factor that can affect the performance of SMEs business is the spirit to continue learning so that the formation of learning culture in the organization. Entrepreneurs can affect the internal organization including elements in the organization of its business to be willing and able to learn pro-active and not passive. With the active learning process at the individual level there will also be learning organizationally, then the organization will be able to get and process information into new knowledge in running the business.

Marquardt [6] states that in order to achieve and maintain competitive advantage in a rapidly changing business environment, organizations must be able to improve their learning capacity. Organizational learning is a process whereby organizations use existing knowledge and build new knowledge to shape the development of new competencies that are critical in an ever-changing environment.

Another understanding states that organizational learning is a process of continuous learning and transforming itself into the capacity to innovate and increase organizational growth and learning is considered as one of the strategic components in achieving long-term organizational success [7]. The ability of a company to learn faster than its competitors is a source of sustainable competitive advantage [8]. According to Marquardt [6] organizational learning can be built through thinking systems, mental models, personal skills, teamwork, shared vision and dialogue.

Wang and Lo [9] found empirically that organizational learning also has a positive influence on competitiveness, as well as Chaston and Eugene [10] stated that organizational learning is an antecedent of the competitiveness of organizational competitiveness.

The concept of organizational learning is that organizational learning is a process whereby an organization collects learning from the interaction with its environment. Meanwhile, organizational learning cannot be separated from individual learning [11].

Interesting concept is expressed by Huber [12] revealed that organizational learning is a process of information that has the potential to change behavior. Further illustrated there are four constructs related to organizational learning that is knowledge acquisition which is a process to obtain information and then information distribution concerning how an information is disseminated and information interpretation about how to deepen understanding of information and organizational memory is how information is stored and used for the next.

While Sinkula *et al.* [13] proposed six phenomena in organizational learning namely organizational values, information processing behavior and organizational action by developing construct commitment to learning, shared vision, open-mindedness, information generation, information dissemination and program dynamism.

Organizational learning is a process of organizational interaction with the environment and can not be separated from individual learning that is in it that involves the process of information from getting, distributing and interpreting and storing information to be used so as to enable to change the system, procedures and behavior that exist in the organization to solve future problems better.

In addition to the ability of sustainable competitiveness and organizational learning, then the factors that are not less important in shaping the success of performance and management of Micro, Small and Medium Enterprises is how entrepreneurs can form creative and innovative thinking ability. This creative and innovative thinking process begins with the discovery of an idea that continues with the ability to form process systems such as ideas, methods and ways and produce unique products and services and generate added value for something new or product / service development before it feels new.

As revealed by Zimmerer [14] that entrepreneurial success will be achieved if the entrepreneur think and do something new or something in new ways (thing and doing new things or old things in new way). Entrepreneurial behavior is a function of competence, incentives and the environment provided by some provisions such as knowledge / experience, skills and abilities. This provision will form the competence; competence is defined as the knowledge, skills and abilities of individuals who can directly affect business performance.

RESEARCH METHODOLOGHY

This research was conducted in Percut Sei Tuan Sub district of Deli Serdang Regency of North Sumatra Province. In accordance with the objectives to be achieved, then in this study using Research and Development (R & D) method, starting from preliminary survey activities, Development of home industry business model, piloting, socialization and implementation through the manual for household industry. Data collection techniques in general use field study with questionnaires or questionnaires distributed to respondents is the household business in Percut Sei Tuan District Deli Serdang District. Research data that has been collected will be analyzed by using descriptive analysis method. What is done is to identify the problems of the domestic industry to increase family income. Therefore, to carry out these activities are carried out: 1) identification of household industry business problems to increase family income, 2) identifying and strategies that can be used by household industry to increase family income, 3) analyze and report research results. In this study using literature study method, survey method in the form of questionnaires for primary data, and by using secondary data as a supporter. Primary data and secondary data are done in the form of direct observation to the field and conducting interview with respondent.

FINDINGS AND DISCUSSION

The variable of this research consists of 5 variables, namely raw materials, capital, human resources (labor), marketing, family income, plus two other variables that are technology and partnership as the development of household industry business model to increase family income. The description of each statement will display the answer option of each

respondent against each statement item given to the respondent.

Table-1: Raw Material Variables

Indicators	Very Agree		Agree		Less Agree		Not Agree		Very Not Agree		Average Score	Result
	f	%	f	%	f	%	f	%	f	%		
Ensuring the availability of production raw materials to support the performance of household industries	3	3.6	2	2.4	30	36.1	47	56.6	1	1.2	2.50	Not Good
Economic conditions that are less stable, so greatly affect the price of raw materials and production prices	8	9.6	39	47.0	17	20.5	19	22.9	0	0	3.43	Good
Whether the raw material obtained comes from the local	0	0	7	8.4	35	42.2	41	49.4	0	0	2.59	Not Good
Raw materials obtained in accordance with the products produced	0	0	5	6.0	38	45.8	40	48.2	0	0	2.54	Not Good
Easy raw materials found in the market	1	1.2	3	3.6	37	44.6	41	49.4	1	1.2	2.54	Not Good
The existence of price variations to obtain raw materials	2	2.4	12	14.5	35	42.2	33	39.8	1	1.2	2.78	Not Good
The quality of raw materials strongly supports the resulting product	2	2.4	2	2.4	36	43.4	43	51.8	0	0	2.55	Not Good

From the results of respondents' answers can be seen to ensure the availability of production raw materials to support the performance of the household industry business get an average score of 2.50 with bad information. From the statement of economic conditions that are less stable so that greatly affect the price of raw materials and production prices get an average score of 3.43 with Good description. From the statement whether the raw materials obtained from the local get an average score of 2.59 with bad description. From the statements of raw materials obtained in accordance with the resulting product get an average score of 2.54 with bad description. From the statement

of raw materials easily found on the market get a score of average 2.54 with not good description. From the statement of the variation of the price to obtain raw materials with an average score of 2.78 with less good description. From the raw material quality statement strongly supports the resulting product gets an average score of 2.55 with not good description. Based on the above table, it can be concluded that Raw Materials in view as a whole has an average value of 2.704 and categorized as having less good value, so it is expected that the raw material indicator should be increased again.

Table-2: Capital Variables

Indicators	Very Agree		Agree		Less Agree		Not Agree		Very Not Agree		Average Score	Result
	f	%	f	%	f	%	f	f	%	f		
The amount of start-up capital at the time of establishing a business that Mr / Mrs to spend enough	3	3.6	4	4.8	29	34.9	47	56.6	0	0	2.43	Not Good
Costs incurred to pay employees per month is sufficient	0	0	8	9.6	28	33.7	47	56.6	0	0	2.45	Not Good
The cost incurred for the purchase of raw materials is sufficient	4	4.8	3	3.6	30	36.1	46	55.4	0	0	2.57	Not Good
Costs incurred for operational costs (electricity, water, telephone, transportation etc.) per month is sufficient	3	3.6	2	2.4	33	39.8	43	54.2	0	0	2.49	Not Good

	f	%	f	%	f	%	f	%	f	%		
Source of capital that father / mother acquire other than own capital, comes from the bank	3	3.6	3	3.6	28	33.7	48	57.8	0	0	2.50	Not Good
So far whether there is government assistance in terms of business capitalization	2	2.4	6	7.2	18	21.7	57	68.7	0	0	2.31	Not Good
Have made financial bookkeeping related to capital, production cost and sales	6	7.2	2	2.4	21	25.3	54	65.1	0	0	2.51	Not Good
Good financial administration system	5	6.0	2	2.4	21	25.3	55	66.3	0	0	2.48	Not Good

From the results of responses can be seen respondent, the amount of initial capital at the time of establishing a business that spend quite a score of 2.43 average with not good description. From the statement costs incurred to pay employees per month enough to get an average score of 2.45 with bad information. From the statement Costs incurred for the purchase of raw materials enough to get an average score of 2.57 with a description is not good. From the statement Costs incurred for operational costs (electricity, water, telephone, transportation etc.) per month enough to get an average score of 2.49 with bad information. From the statement Source of capital that father / mother earn in addition to own capital, comes from the bank get an average score of 2.50 with bad information. From the statement during this time whether there is government assistance in terms of business capital gets an average score of 2.31 with bad information. From the statement has been doing financial bookkeeping about capital, production and sales costs get an average score of 2.51 with bad information. From the statement of your financial administration system has a good score average of 2.48 with bad information. Based on the above table, it can be concluded that Capital in view as a whole has a general average value of 2.467 and categorized as having bad value.

Table-3: Human Resources Variables

Indicators	Very Agree		Agree		Less Agree		Not Agree		Very Not Agree		Average Score	Result
	f	%	f	%	f	%	f	f	%	f		
The amount of labor available in your business is sufficient	10	12.0	44	53.0	15	18.1	13	15.7	1	1.2	3.59	Good
Source of labor easily obtained by the environment around the business	8	9.0	39	47.0	13	15.7	23	27.7	0	0	3.38	Good
Working education background is standard	5	6.0	4	4.8	25	30.1	49	59.0	0	0	2.57	Not Good
Employees' work days for six days a week	4	4.8	4	4.8	25	30.1	50	60.2	0	0	2.51	Not Good
Working hours in one day is not time bound	3	3.6	9	10.8	21	25.3	50	60.2	0	0	2.57	Not Good
Training is required for your workforce to determine the quality of work	3	3.6	5	6.0	26	31.3	49	59.0	0	0	2.54	Not Good
Your workforce needs to follow training or coaching by the government or private parties	0	0	4	4.8	32	38.6	47	56.0	0	0	2.54	Not Good
Training or coaching affect the quality of human resources	2	2.4	5	6.0	21	25.3	55	66.3	0	0	2.44	Not Good

From the results of respondents can be seen responder the amount of labor available in your business is enough to get an average score of 3.59 with a good description. From the declaration of the source

of labor easily obtained by the environment around the effort to get an average score of 3.38 with good description. From the statement of educational background of work force has been standard getting an average score of 2.57 with bad description. From employee workdays statements for six days a week get an average score of 2.51 with bad information. From the statement of working hours in one day not bound time get an average score of 2.57 with bad description.

From the required statement of training to your workforce to increase quality of work to get an average score of 2.54 with bad information. From the statement. Training or coaching effect on the quality of human resources get the average score as much as 2.44 with the description is not good. Based on the above table, it can be concluded that the Human Resources in view as a whole has an average value of 2.767 and categorized as having poor value

Table-4: Marketing Variables

Indicators	Very Agree		Agree		Less Agree		Not Agree		Very Not Agree		Average Score	Result
	f	%	f	%	f	%	f	f	%	f		
The amount of production in this business has reached the target	2	2.4	6	7.2	30	36.1	45	54.2	0	0	2.57	Not Good
Processed types are marketed in your business more than one kind	0	0	7	8.4	29	34.9	47	56.6	0	0	2.51	Not Good
Monthly turnover of your business has reached the target	5	6.0	3	3.6	26	31.3	49	59.0	0	0	2.56	Not Good
Product marketing area has reached wide area	0	0	9	10.8	28	33.7	45	54.2	1	1.2	2.54	Not Good
Promotions needed to attract buyers	2	2.4	7	8.4	28	33.7	46	55.4	0	0	2.57	Not Good
Influential promotion in increasing sales	1	1.2	4	4.8	30	45.8	40	48.2	0	0	2.59	Not Good
The sale of products made directly to buyers or customers	1	1.2	7	8.1	27	32.5	48	57.8	0	0	2.53	Not Good
The sale of products made indirectly to buyers or customers	0	0	11	13.3	28	33.7	44	53.0	0	0	2.44	Not Good
Competition in producing similar products is very vigorous	2	2.4	8	9.6	24	28.9	49	59.0	0	0	2.55	Not Good

From the results of respondents can be seen the number of production results on anada business has reached the target of getting an average score of 2.57 with a description not good. From the type of processed statement that is marketed in your business more than one kind gets an average score of 2.51 with not good description. From the statement the monthly turnover of your business has reached the target of getting an average score of 2.56 with bad description. From the statement of the marketing area of the product has reached a large area get an average score of 2.54 with bad description. From promotional statements in need to attract buyers get an average score of 2.57 with not

good description. From promotional statements have an effect on increasing sales get an average score of 2.59 with bad description? From product sales statements made directly to buyers or customers get an average score of 2.53 with bad description. From a product sales statement conducted indirectly to buyers or customers get an average score of 2.44 with a description not good. From the statement of competition in produce similar products very heavily get an average score of 2.55 with not good description. Based on the above table, it can be concluded that Marketing in the overall view has an average value of 2.540 general and categorized has a bad value.

Table-5: Family Income Variables

Indicators	Very Agree		Agree		Less Agree		Not Agree		Very Not Agree		Average Score	Result
	f	%	f	%	f	%	f	f	%	f		
Education in the family supports the products produced	1	1.2	7	8.4	30	36.1	45	54.2	0	0	2.56	Not Good
The income from the business earned is adequate	3	3.6	5	6.0	29	34.9	46	55.4	0	0	2.57	Not Good
Production needs for consumption in comparison with other non-consumption needs (education, electricity, water, savings, transportation etc.) in my family is finished	4	4.8	2	2.4	32	38.6	45	54.2	0	0	2.54	Not Good
Family residence conditions are adequate	1	1.2	9	10.8	29	34.9	44	53.0	0	0	2.60	Not Good
Family income is adequate to meet daily needs	1	1.2	6	7.2	29	34.9	47	56.6	0	0	2.53	Not Good
Information through information media in the form of televesi, newspaper, internet, can boost family income	2	2.4	5	6.0	33	39.8	43	51.8	0	0	2.59	Not Good
Communication media required in the form of telephone or mobile phone in increasing family income	0	0	9	10.8	26	31.3	48	57.8	0	0	2.53	Not Good

From the results of respondents' answers can be seen in the support of family education to the products that resulted in getting an average score of 2.56 with bad information. From the income statement of the business earned is sufficient to get an average score of 2.57 with bad description. From the expenditure statement the need for consumption compared to other non-consumption needs (education, electricity, water, savings, transportation etc.) in my family has finished getting an average score of 2.54 with bad description. From the statement of living conditions of the family is adequate to get an average score of 2.60 with bad information. From the family income statement is sufficient in meeting the daily needs of getting an average score of 2.53 with bad information. From the information statement through the media information in the form of television, newspapers, internet, can increase the income of families get an average score of 2.59 with a description is not good. From the statement required communication media in the form of telephone or mobile phone in boosting the family income get an average score of 2.53 with not good description. Based on the above table, it can be concluded that Family Revenue in view as a whole has an average value of 2.560 and categorized has a less good value.In addition to the above variables, the researchers added two more variables for household industries in increasing family income. The variables are technology variables and partnership variables. From result of data processing hence can be seen as follows:

Table-6: Technology Variables

Indicators	Very Agree		Agree		Less Agree		Not Agree		Very Not Agree		Average Score	Result
	f	%	f	%	f	%	f	f	%	f		
The time required from the initial process to the end with the target / schedule	5	6.0	4	4.8	27	32.5	47	56.6	0	0	2.60	Not Good
Tools or machines used in the production process on your business is right	7	8.4	4	4.8	35	42.2	37	44.6	0	0	2.77	Not Good

	f	%	f	%	f	%	f	%	f	f	Average Score	Result
The number of machines or tools used in your business process is sufficient	3	3.6	6	7.2	28	33.7	46	55.4	0	0	2.59	Not Good
The production process using a good machine will produce a quality product	2	2.4	15	18.1	32	38.6	34	41.0	0	0	2.81	Not Good
The machine or tool is very supportive in the production process	6	7.2	17	20.5	35	42.2	25	30.1	0	0	3.04	Good
It takes a special electric current so as not to hamper the household business	2	2.4	5	6.0	28	33.7	48	57.8	0	0	2.53	Not Good
It takes skill in using technology (computers, Smartphone) to increase household business	1	1.2	10	12.0	25	30.1	47	56.6	0	0	2.57	Not Good

From the results of responses can be seen respects, the time required from the initial process to the end with the target / schedule to get an average score of 2.60 with a description is not good. From the statement of the tool or machine that is used in the production process on your business is right to get an average score of 2.77 with bad information. From the statement of the number of machines or tools used in the process of your business is enough to get an average score of 2.59 with a description is not good. From the production process statement using a good machine will produce a quality product to get an average score of 2.81 with a less good description. From the statement of the machine or the tool is very supportive in the production prosese get an average score of 3.04 with less good description. From the statement required a special electric current so as not to inhibit household efforts get an average score of 2.53 with bad information. From the statement required skills in using technology (computers, Smartphone) to increase household business get an average score of 2.57 with bad description. Based on the above table, it can be concluded that the technology in view as a whole has an average value of 2.701 and categorized as having a less good value.

Table-7: Partnership Variables

Indicators	Very Agree		Agree		Less Agree		Not Agree		Very Not Agree		Average Score	Result
	f	%	f	%	f	%	f	f	%	f		
Products produced by small industry enterprises already exist that directly accept or choose products that are produced	1	1.2	9	10.8	27	32.5	46	55.4	0	0	2.57	Not Good
Marketing of products through cooperatives	4	4.8	4	4.8	30	36.1	45	54.3	0	0	2.60	Not Good
Customers get products by order	2	2.4	10	12.0	39	47.0	32	38.6	0	0	2.78	Not Good
The products that are produced are sold to small traders (retail business)	5	6.0	8	9.6	40	48.2	30	36.1	0	0	2.85	Not Good
The resulting product does not meet the public taste.	2	2.4	5	6.0	30	36.1	46	55.4	0	0	2.55	Not Good
Small business actors easily sell products to customers	0	0	9	10.8	29	34.9	45	54.2	0	0	2.56	Not Good
An intermediary is needed to sell the product	4	4.8	3	3.6	27	32.5	49	59.0	0	0	2.54	Not Good

From the results of responses can be seen respondent products generated by existing small business enterprises that directly receive or select products that produce get an average score of 2.57 with bad information. From product marketing statements through cooperatives get an average score of 2.60 with bad description. From the statement of the customer get the product on the order get an average score of 2.78 with less good description. From the statement of the products that are produced on sale to small traders

(retail business) get an average score of 2.85 with bad information. From the resulting product statement does not meet the tastes of people get an average score of 2.55 with not good description. From the statement of small business actors easy to sell products to customers get an average score of 2.56 with bad description. From the statement in need of an intermediary to sell the resulting product get an average score of 2.54 with bad description. Based on the above table, it can be concluded that the Partnership in the overall view has an average value of 2.635 and categorized as having a less good value.

CONCLUSSION AND RECOMMENDATION

Of the 5 main variables analyzed in this study plus 2 additional variables with 53 indicators, only 4 indicators are in good condition according to the respondent's perception. The four indicators are 1) Economic conditions that are less stable, so greatly affect the price of raw materials and production prices (raw material variables) 2) The Source of labor laborably obtained by the environment around the business (raw material variables) and 4) The machine or tool is very supportive in the production process (Technology Variables). Nevertheless, other indicators have scores that are not too far from the four variables that have been judged good. So it is possible to design a development model to develop the home industry and increase household income. In addition to improving the seven existing variables, Household industries should continue to strengthen their business orientation by making clearer vision and business goals by making long-term business plans more clear, not just focusing on day to day or short-term operations to day operation oriented). Enhance organizational learning and the benefits of sustainable competitiveness by seeking to continue to seek new information, especially those originating from formal sources of activity. Households should always look for innovative new ways of producing and marketing their products by experimenting and utilizing scarce resources in the form of raw materials and production techniques that competitors are difficult to imitate, minimizing waste of raw materials, avoiding defective products, adding new models and accessories to the product so that new impression (re-invention). Owner of Household industry in order to become the main driving force in organizational learning process. Operationally can be done by instilling influence and raising awareness for him and his organization members the importance of learning process as the key of business success. Household industries to look for assets related to production and raw materials that can create rare elements with competitors so as to provide more value for customers. This can be done by creating a network of suppliers with a work contract to secure equipment supply with reliable technology and raw materials.

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