

Ringkasan Eksekutif

Tujuan pengembangan usaha “Mandiri Copy Centre” adalah : untuk meningkatkan laba sebesar 4% pada masa implementasi (bulan Juli 2011 – Oktober 2011) dari laba sebelum masa implementasi (bulan Maret 2011 – Juni 2011) dan untuk meningkatkan kepuasan konsumen pada akhir periode pengembangan usaha (bulan Oktober 2011) dibandingkan dengan bulan terakhir sebelum pengembangan usaha (bulan Juni 2011).

Rencana implementasi program pengembangan usaha “Mandiri Copy Center” yaitu program pemasaran yang direncanakan akan menyebarkan brosur dan menjalin hubungan dengan jaringan pemasok (*supplier*), program operasi akan dilakukan pengaturan layout fasilitas peralatan, program sumber daya manusia akan dilakukan pelatihan karyawan dalam hal pemahaman pesanan, komunikasi dan ketanggapan karyawan, sedangkan program keuangan dilakukan penyisihan sebagian laba dari usaha dan sebagian dana dari sponsor dan alokasi dana ke tiap-tiap program sesuai kebutuhan.

Semua rencana implementasi program pengembangan usaha “Mandiri Copy Centre” dilaksanakan selama 4 bulan (bulan Juli 2011 – Oktober 2011) dan diketahui bahwa laporan laba bersih selama masa pengembangan (bulan Juli 2011 – Oktober 2011) mengalami peningkatan sebesar 4,837% dibandingkan sebelum masa pengembangan (bulan Maret 2011- Juni 2011) sedangkan kepuasan konsumen sesudah masa pengembangan (bulan Oktober 2011) meningkat menjadi 0,28, dibandingkan sebelum masa pengembangan (bulan Juni 2011) yang hanya sebesar 0,27 (total IKP). Tetapi karena peningkatan IKP hanya sebesar 0,01 maka dapat disimpulkan bahwa tujuan pengembangan usaha untuk meningkatkan kepuasan konsumen belum sepenuhnya terpenuhi.

Executive Summary

“Mandiri Copy Centre” had two goals. The goals were to gain 4% higher profit during the implementation period (July 2011 – October 2011), compared to the profit before the implementation period (March 2011 – June 2011), and to make the customers more satisfied at the end of the business development period (October 2011) than they were before the business development (June 2011).

The business development programs of “Mandiri Copy Centre” had implementation plans. The programs were: marketing program that included distributing brochures and having good a relationship with the suppliers; operational program that included arranging the facilities and equipments; human resource program that included training the employees on ordering, and employees’ readiness and communication; and financial program that included saving some of the profit and some of the funds, and allocating the funds to each program as needed.

All of the business development program implementation of “Mandiri Copy Centre” was conducted for 4 months (July 2011 - October 2011). The profit during the development period (July 2011 – October 2011) was 4.837% higher than it was before the development period (March 2011- June 2011). The customers were more satisfied after the development period (October 2011). It was reaching 0.28, while it was only 0.27 (total *IKP*) before the development period (June 2011). Because the increase of the *IKP* was only 0.01, it could be concluded that the goal to make the customers more satisfied was not successfully achieved.