

## Executive Summary

Kolam Renang Tirta Mandiri adalah perusahaan jasa yang tergolong dalam dunia olahraga sekaligus tempat rekreasi. Usaha ini didirikan oleh Drs. Sudarman, bisnis ini dijalankan di Waru, Sidoarjo sejak tahun 2004.

Pemilik mendirikan usaha ini dengan harapan dapat membangun sarana rekreasi, olahraga yang ditujukan khusus bagi masyarakat menengah ke bawah dengan pemiliknya yang berusia 78 tahun berharap dapat memperoleh tabungan hari tua yang ditujukan bagi generasi penerusnya kelak.

Selama melakukan pengembangan usaha selama 5 bulan, penulis mendapatkan kepercayaan penuh dari pemilik untuk mengembangkan kolam renang Tirta Mandiri yang mencakup bidang pemasaran, keuangan, produksi, administrasi, dan SDM. Pengembangan usaha dilakukan dengan mengadakan berbagai macam program – program kreatif dan efektif. Seperti program les berenang bagi masyarakat umum, mengadakan kartu keanggotaan dengan program khusus, mengadakan doorprize dan game – game seru pada waktu weekend, program diskon yang berpotensi untuk mengembangkan kolam renang Tirta Mandiri.

Pada program operasi dilakukan pengecatan ulang, memberikan sentuhan ornamen – ornamen dekoratif, menambah fasilitas – fasilitas yang menunjang kenyamanan bagi pengunjung kolam renang.

Tirta Mandiri harus melaksanakan pemasaran secara rutin, membangun jaringan dan mengembangkan ide – ide kreatif dalam mengembangkan program – program yang sudah ada serta menjalankan saran – saran yang penulis berikan seperti mengadakan penyewaan handuk, mengadakan *sensitivity training* bagi pegawai, membuat plank reklame, menambah jumlah loker, menyesuaikan gaji pegawai dengan UMR yang berlaku, dengan tujuan agar kolam renang Tirta Mandiri bertahan untuk menjadi kolam renang pilihan pelanggan, tetap eksis, memiliki sumber daya manusia yang kompeten, terus berkembang seiring perkembangan *trend* dan mampu bersaing dengan pesaing – pesaing yang kemungkinan akan bermunculan di masa yang akan datang.

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*Tirta Mandiri Swimming Pool is a commercial-service business belonging to the field of sports as well as recreational areas. This commercial business was founded by Drs. Sudarman and has located the business itself in Waru, Sidoarjo since 2004.*

*The owner established this business in hopes of building recreational facilities and sports center that are aimed at the middle-lower customers. The 78-year-old owner is hoping to get the fancy retirement savings intended for successor generations later.*

*During the process of business development that has been conducted for 5 months, the author obtained an access granted by the owner with a trust to develop the Tirta Mandiri Swimming pool comprising the fields of marketing, finance, production, administration, and human resources.*

*The development steps are made by holding a variety of programs - creative and effective programs such as swimming lessons programs are open for public, a membership card with special programs, providing door prizes and games - fun games at the weekend, discount programs that have profitable potential from expanding the advertisements of Tirta Mandiri swimming pool.*

*In the operational programs performed repainting, composing a touch of ornament - decorative ornament, adding as well as re-designing facilities that support the convenience for visitors to the pool. Tirta Mandiri should routinely conduct marketing strategies, networking and fruitful ideas - creative ideas in developing programs that have already existed. Implementing advices that the authors gives such as holding a towel rental, management training for employees, making plank / billboards, increasing the number of lockers, adjust employee's salary with the applicable minimum wage.*

*All of those developing steps are hopefully turning the Tirta Mandiri pool into a swimming pool that is highly oriented for customer choices. Tirta Mandiri Swimming Pool is expected to always maintain competent human resources in order to evolve as the leading trend and able to compete with other competitors which are likely to emerge in the future.*