

Executive Summary

Laundry “88” adalah bisnis yang bergerak dibidang jasa, yang manawarkan jasa pencucian. Laundry “88” berlokasi di daerah Paingan. Laundry “88” didirikan pada bulan Januari 2010, oleh Krisno. Pemilik Laundry “88” memiliki cita-cita agar Laundry “88” dapat menjadi usaha laundry terbesar di Paingan.

Di daerah Paingan berdiri banyak sekali usaha laundry dikarenakan mudahnya akses masuk dalam usaha ini. Selama melakukan pengembangan usaha, penulis diberikan kepercayaan penuh untuk membantu mengembangkan usaha Laundry “88” dibidang pemasaran, keuangan, dan SDM. Kegiatan-kegiatan pengembangan usaha yang dilakukan adalah membuat spanduk baru, membuat program diskon, membuat program ganti-rugi kepada pelanggan apabila ada pakaian yang rusak (luntur) atau hilang (kesalahan/kelalaian pemilik), menyediakan nomor hotline, menambah jenis jasa yang ditawarkan yaitu jasa cuci boneka dan sepatu, membuat rak penyimpanan pakaian, membuat program pengembangan sistem informasi, dan membuat brosur.

Penulis memberikan beberapa saran kepada Laundry “88” yaitu Laundry “88” bisa mempertimbangkan memperluas pasar sasaran, memberikan diskon pada saat konsumen berulang tahun, menambah jenis/aroma pewangi baru, mendekorasi tempat usaha sesuai hari raya yang sedang berlangsung, menyebarkan brosur promosi secara rutin.

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Laundry “88” is a business, which offers washing service. It is located in Paingan. It was established in January 2010 by its owner, Krisno. The owner’s dream is to make his laundry be the largest laundry business in Paingan.

There are a lot of laundry businesses in Paingan today. During the development business program, the owner let me give assistance in marketing, finance, and human resource matter. The business development programs which had been done were creating a new banner, making discount program, making compensation program for the customer whose clothing is damaged (faded) or lost due to the errors/owner omissions, providing hotline numbers, adding new types of services offered, ie. laundry services for dolls and shoes, making clothe storage racks, preparing booking, and distributing brochures.

The advices for suggested to laundry “88” are to expand the target market, give consumers a discount on her/his birthday, add new types of fragrance, decorate the place of business in accordance with the feast, and distribute promotional flyers routinely.