

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Nowadays people care more about their health, and they keep finding ways to stay healthy. Some people choose alternative health treatments for the solution because the treatments from doctors do not always work. It is stated by Art Chimes that “doctors often suggest drugs or exercises or physical therapy, but the treatments do not always work. Therefore, some patients choose alternative health treatments, such as acupuncture, acupressure, and reflexology.” (par 1).

Acupuncture is one of the Chinese traditional health treatments. It involves the use of sharp and thin needles that are inserted into the body at very specific points and the result is to adjust and alter the body's energy flow into healthier patterns. Acupuncture is an effective health treatment for several medical problems and health conditions. In an article entitled “Acupuncture” published by NIH (National Institute of Health), it is stated that:

Acupuncture could treat many types of pain and nausea. Acupuncture is also effective for treating other conditions such as headache, low

back pain, menstrual cramps, sports injuries, arthritis, asthma, drug-addiction, and stroke treatment. In addition to the above conditions, acupuncture is also useful for the treatment of digestive disorders, skin condition, depression, anxiety, insomnia, infertility, and allergies (par.1).

I choose to run this business because, in Indonesia alternative health treatments such as acupuncture has grown rapidly. According to Olivia Tjandra an acupuncturist, acupuncture has grown rapidly over the last three years because there are more and more people who believe in the effectiveness of this health treatment (par. 2). Moreover, people choose acupuncture because it is cheaper compared to the cost for medication from doctors and this treatment is relatively safe for the body (par. 4). Furthermore, based on the result from the questionnaire that I distributed to 30 people, I found out that almost 80% of Soekarno Hatta Sport Center visitors prefer the alternative health treatments to the medical treatment by doctors. The reasons are that the result of alternative health treatments is much better than the medicines prescribed by the doctors, and it relatively costs less than the conventional treatment by doctors.

Considering the facts mentioned above, I decided to open an alternative health treatment business namely **My Clinic**, which provides holistic health treatments. I also reinforce the service with reflexology. Referring to an article entitled “What is Reflexology?”, it is stated that reflexology is a “massage to relieve tension by finger pressure; based on the belief that there are reflex points on the feet, hands, and head that are connected to every part of the body”(par 1). In addition, there is

acupressure. According to the article “Massage for Longevity”, acupressure is “an ancient Chinese healing method that involves applying pressure to certain meridian points on the body to relieve pain. Acupuncture and Acupressure use the same points, but acupuncture uses needles, while Acupressure uses the gentle but firm pressure of hands” (par 1). Moreover, I also provide *bekam*/cupping, the article “Definition of Cupping” defines it as “treatment in which a cup is attached to the skin surface, usually on the back and the air within the cup is evacuated to suck the skin in and increase local blood flow” (par 2). There is also massage therapy, the article “What is Massage Therapy?” explains it as “one of the oldest, simplest forms of therapy and is a system of stroking, pressing and kneading different areas of the body to relieve pain, relax, stimulate, and tone the body” (par 1). Finally, the clinic provides fish therapy, which is an alternative health treatment using small fish. The article “Fish Therapy” says that fish therapy will “...nibble away your scaly and dead skin, leaving your skin smooth and glowing” (par 5).

1.2. Vision and Mission

My Clinic’s vision is to become the best alternative health clinic, and **My Clinic**’s missions are:

- Always giving the best alternative health services to consumers by using experienced therapists in Bandung
- Always giving a good quality treatment for consumers to make them satisfied

- Always providing a clean and comfortable atmosphere so that consumers can be more relaxed and can feel at home

1.3. Unique Selling Proposition

There are many kinds of alternative health treatment that are already popular. However, **My Clinic** provides a holistic alternative health treatment by offering all the alternative health treatments. Moreover it provides free consultation for the customers before giving further treatments in order to examine the illnesses or the symptoms that they feel.

1.4. SWOT Analysis

Kotler and Keller state that SWOT Analysis is the overall evaluation of a company's strengths, weaknesses, opportunities, and threats. It involves monitoring the external and internal marketing environment. The strengths and weaknesses are internal environment, while opportunity and threat are external environment (50). Therefore, my business plan has SWOT analysis in running **My Clinic**. The SWOT analysis of **My Clinic** is as follow:

1.4.1. Strengths

Pearce and Robinson in their book Strategic Management explain the meaning of strength which is "a resource advantage relative to competitors

and the needs of the markets a firm serves or expects to serve” (167). The strengths of my business are:

- Strategic location

The clinic is located beside Sukarno Hatta Sport Center, and it is near the Groove Sport Centre and Carrefour Express.

- Holistic traditional treatments

The clinic provides multitreatments such as: acupuncture, reflexology, acupressure, *bekam*, massage and fish therapy.

- Skillful therapists

The staff in this clinic are skillful therapists because they graduated from PAKSI (*Persatuan Akupunkturis Seluruh Indonesia*).

1.4.2. Weaknesses

Pearce and Robinson state that weakness is “a limitation or deficiency in one or more resources or competencies relatives to competitors that impedes a firm’s effective performance” (167). The weaknesses of **My Clinic** are:

- The limitation of space

Because of the limitation of space, the number of the customers are limited to 10 customers per day. The work-time of each treatment is approximately 50 minutes, therefore, **My Clinic** can only handle a few customers per day.

- The services are mainly for the residents of the Sukarno Hatta area

Since **My Clinic** is not located at the centre of the city, the customers are mainly the residents around Sukarno Hatta area where this business is located.

- The limitation of fund

Because I only have limited amount of fund, in the first several years of this business, I cannot provide a spacious place and a great amount of equipment for **My Clinic**.

1.4.3. Opportunities

Kotler and Armstrong define opportunity as “A marketing opportunity is an area of buyer need or potential interest in which a company can perform profitably” (102). The opportunities of **My Clinic** are:

- Providing various services

Competitors only provide one to two kinds of treatment, this is an opportunity for my business.

- Focusing on market needs

According to Olivia Tjandra, acupuncture has grown rapidly over the last three years (par. 2). Therefore, there is an increasing market need for acupuncture. However, people will tend to choose the service which is time efficient in the midst of heavy traffic jam in Bandung. Hence, it is an opportunity to open one-stop alternative health treatments.

- Having a partnership

In the future, this business will be developed by establishing a partnership with some medical clinics and sport centers. Therefore, the doctors and the staff in the medical clinics along with the sport center trainers and staff can recommend **My Clinic** to their patients and customers.

1.4.4. Threats

According to Kotler and Armstrong, “An environmental threat is a challenge posed by an unfavorable trend or development that would lead, in absence of defensive marketing action, to deterioration in sales or profit” (104). Consequently, it is important to find the threats that can be a challenge for running the business. The threats of **My Clinic** are the competitors. They are two kinds of competitors for my business:

- The first one is the hospitals in Bandung, especially around Soekarno Hatta area such as Immanuel Hospital and Sartika Asih Hospital. As we know, alternative health treatment is an alternative to doctors, so doctors and hospitals are threats to my business.
- The second is the other alternative health clinics that have already existed in Bandung, especially around Soekarno Hatta area, which are Batununggal Indah reflexology center located in Batununggal Residence, and Jimbaran Family Spa located in Mekarwangi Residence.