

CHAPTER I

BACKGROUND

1.1 Background of The Study

Reading is useful. From the books that we read, we can get a lot of information. Books are the windows of the world for us to learn and to explore a world of imagination without boundaries. Therefore, we have to develop our reading habit from the early stage of life. In other words, we have to make children like reading. Sadly saying, many children in Bandung do not like reading. This was supported by the fact that only 14.4% children in Bandung like to spend relatively little time “reading for fun”. For the rest, they claimed to read a book for fun “almost never” (“Restructuring the Schoolbook Provision System in Indonesia: Some Recent Initiative” par.3). It is a terrible fact because children who have high interest in reading, will likely get high score in their school lessons, contrary to the children who do not like reading, they will get low scores in lessons. (Wigfield and Guthrie 200). For that reason, developing reading habit is important especially for children.

The main points of running the business are to increase the interest of reading for children and also to look for profit. Furthermore, based

on my questionnaires which were given to 50 parents, a bookstore for children can be a new favourite spot for children between 2 -12 years old. Some parents whose children study in one of the preschools in Bandung say that they want their children to spend their free time in the bookstore by listening to the story than watching television. In other words, I would like to make a new favourite spot for children. As I observed, many bookstores in Bandung do not provide many book collections for children. This might be the result of the high prices of the children's books, which make customers reluctant to buy them. Consequently, the bookstore provides less quantity of the books. In spite of the fact that many bookstores do not provide many books collections, children become unenthusiastic to go to the bookstore. Therefore, there are some children who really like reading but they cannot find a bookstore that provides a great deal collection of books. It makes me want to open a children bookstore that provides a great deal collection of books for the first time in Bandung.

The name of my business is "*Children's Treasure*" (henceforth, CT). CT sells many kinds of imported and non-imported books for children. The fictions books include fairy tales, myths, legends, poetry and nursery rhymes. The non-fictions books include picture books, art and crafts, and parenting. The bookstore will also sell other products such as stationary, children's art supplies, toys and games, and gift cards.

CT will also participate in some events. For example, in Christmas season the bookstore will be decorated with Christmas ornaments and

also the prices of books that are related to Christmas will be discounted. It is the same as other national holidays for example *Hari Anak Nasional*, all prices of the books, except the parenting ones, will be discounted. It may be true that “a lively and interesting bookshop is always marked out by its willingness to participate in events” (Hitchin 10). By having these events, it is expected that customers want to come to the bookstore and buy the discounted books.

The location of CT is on Terusan Sultan Tirtayasa Street no.8, Bandung. I choose the place in that area because there are two preschools which are Tumble Tots at Maulana Yusuf Street and Tutor Time at Dipatiukur Street; one international school, which is Singapore International School at Ranggagading Street; and two private schools such as St. Aloysius at Sultan Agung Street and BPK Penabur at Bahureksa. The target markets of the bookstore are children between 2 – 12 years old and also their parents who belong to upper-middle social class. As the indicator of upper-middle social class, Mohammad Hasan Ansori, a Ph. D. candidate in the department of Sociology at the University of Hawai'i, says that

The professions in upper-middle class strata are highly educated white-collar professionals such as doctors, lawyers, pharmacists, economist, accountants, marketers, university professors, architects, scientists, engineers, dentists and non-corporate business owners. Generally, people in these professions have earned an advanced post-secondary education and what would be

considered a comfortable standard of living. In most cases household incomes can range from \$10,000 to \$20,000 a year or more (96,000,000 – 196,000,000 IDR a year) (par. 10).

1.2 Unique Selling Proposition

Based on my interview on August 6, 2009 with Mr. Anwaruddin, the Chief of IKAPI West Java, it is revealed that for this time in Bandung most of the bookstores are of general bookstores. This means all the bookstores are preferable for all ages. In other words, the CT will be the first children bookstore in Bandung.

CT will also provide some programs for children; one of the programs is called “Story Time”. In story time, there is one storyteller who will tell stories to the children who sit around the storyteller. This program begins at 10.a.m, 11 a.m., and 2 p.m. on Friday for 30 minutes and intended for preschools (1-4 years old), kindergarten (4-6 years old), and primary school (6-12 years old) students. The books that the storyteller reads are available to buy that day with a 10% discount off the normal price. After the program ends, every child will get free balloons or other free gifts from CT.

The second program is Art and Craft Day that will be held once a week on Thursday at 1 p.m. Children can do drawings, painting, and also paper clay. They do not have to bring their own art supplies such as watercolor pencils and oil pastel because CT will provide it.

Besides the two mentioned programs, there will be a “Puppet Show”, which is played by puppeteers. They will wear costume or use

glove puppets and do the role-play. Children will be enthusiastic to watch it. The puppet show is for all ages and will be held once every two weeks and begin at 3 p.m. every Saturday. The show will last for 30 minutes and the children will get a free gift after the show.

1.3 SWOT Analysis

There are several strengths of establishing this business. First, the bookstore is the first bookstore for children in Bandung. Second, the bookstore can develop reading habit for children in Bandung. Third, the bookstore is not just selling books but also offering some programs for children, which are “Story Time”, “Art and Craft Day”, and “Puppet Show”. The programs can attract customers to come and buy books. These kinds of program have never been done before in any bookstore in Bandung. John Hitchin as the author of “Planning the Opening and Running of a Bookshop” believes that special events for regular customer – who would be ‘invited’ to attend, will make the bookshop more interesting (par. 25). Fourth, it takes place near Indonesian and international schools and preschools. As Hitchin says, “The presence of identifiable groups of purchases is also important: schools...” (par.28). Next, the bookstore sells a great deal collection of books, which means it sells many kinds of book both imported and non-imported ones. The last but not least, the employees are passionate about selling books and like children. It is true as John Hitchin says, “For the opening of bookshop should include keen well informed staff anxious to help customer” (par. 15).

The weakness of CT is the prices of books are expensive and the bookstore only has limited customers. For imported books, it costs between 50,000 – 200,000 (IDR) and for non-imported books is between 18,000 – 85,000 (IDR). The second weakness is the limited customers, which means the bookstore only sells books for children. For example, there is a family who love books and prefer to go to Gramedia, which sells many kinds of books for various ages than to CT, which sells books only for children.

There is one opportunity of CT I have found. The place of the bookstore is near Indonesian and international schools and preschools. It means the location is easy for the customers to reach. For example, after school time, children can reach the bookstore in few minutes and join the programs.

I have found two threats for my business. There are some well known bookstores in Bandung such as Gramedia, Toko Gunung Agung, Kharisma, Periplus, Rumah Buku, Toga Mas, Albane and many more. These bookstores have customers' trust that make customers always come to their bookstore. It means CT has to compete with other bookstores that have many experiences in selling for many years until now.

Based on description of the background of the study, the bookstore will be a feasible and profitable business one. By knowing the strengths, weaknesses, opportunity, and threat the bookstore could be run.