

CHAPTER I

BACKGROUND

1.1 Background of the Study

Nowadays, spa becomes more popular in Bandung City. There are lot of spa places in Bandung such as Jari Manis, Zen, Rumah Cantik Citra, Delta, Rahayu Natural Beauty Home Spa, and San Gria. Based on data collected by distributing questionnaires to 50 female students at Maranatha Christian University, 32 of the respondents like to do a spa. I also have conducted an interview with an employee of Jari Manis, and she said that during weekdays, in average, there are eight (8) people who come to Jari Manis to have spa and there are more than twelve (12) people during weekend. They do spa to relieve their stress and to stay healthy. Emilia Humphrey states that, "A spa generally means a place where you can relax and rejuvenate your tired mind and body with water treatments, massages, medication, soothing music in the background, in a peaceful and quiet environment" (72). I agree with this quotation because from my own experience, every time after

I visit a spa resort and do some therapy massage, my mind becomes fresh.

I propose to run a spa business called **Natural Green Spa** (henceforth, **NGS**). I choose **NGS** as my business plan because nowadays, many people like to do a spa. I know those peoples' habit based on my observation in some spa resorts where I asked the employees about the numbers of people who come to the spa resorts in a day.

NGS is located on Hortikultura Street, Lembang, Bandung. I choose this site because the weather in this area is cool. Besides, Lembang offers panoramic and beautiful nature.

1.2 Unique Selling Proposition

To attract consumers' attention, **NGS** has its own uniqueness. According to Scott Goodson, "Unique selling proposition is a description of the qualities that are unique to a particular product or service and that differentiate it in a way which will make consumer purchase it rather than its rivals" (29). **NGS** has unique decoration. I want to build **NGS** close with nature. Based on my observation in spa resorts in Bandung, most of the spas are indoors. For my business, I want to make it outdoor. I want to build six (6) gazebos; therefore, the consumers can enjoy the view. The other uniqueness of **NGS** is there will be a jacuzzi in each gazebo; therefore, the consumers can have more privacy. For the back sound, I choose nature sound such as the song of bird singing or the sound of sea wave in order to make the consumers enjoy the cool feeling, the air, and

the nuances of nature. The sound of birds singing will calm the consumers' minds.

1.3 SWOT Analysis

In this part, I would like to discuss the SWOT of **NGS**. Philip Kotler says that, "A SWOT analysis is used as a framework to help the firm develop its overall corporate, marketing, or product strategies" (25). Here is a brief description of each component of the SWOT analysis.

1.3.1 Strengths

NGS has its own strengths; therefore, consumers will keep coming to **NGS**. According to Philip Kotler, "Strength includes a strong brand name, market share, good reputation, expertise and skill" (20). One of the strengths of **NGS** is it has a unique decoration which is close with nature. I choose natural nuances because it can bring good influence to the mind, so that the mind can relax. Besides, people who love nature and really enjoy the spa can enjoy beautiful nature, while enjoying the spa activities. Walt Whitman says that, "After you have exhausted what there is in business, politics, conviviality, and so on - have found that none of these finally satisfy, or permanently wear - what remains? Nature remains" (72). The other strength is I want to place a jacuzzi in each gazebo; therefore, the consumers can have more privacy.

1.3.2 Weakness

However, in addition to strength, **NGS** also has weaknesses. Philip Kotler states that, “Weaknesses include low or no market share, no brand loyalty, and lack of experience ” (20). The weakness of this spa business is in the location. The location is far from the city. Therefore, there is a possibility that people who do not like to travel far do not want to come to **NGS**.

1.3.3 Opportunities

In this part, I would like to discuss the opportunities of **NGS**. According to Philip Kotler, “Opportunity includes a growing market, increased consumer spending, selling internationally, and changes in society beneficial to your company” (20). **NGS** is a spa place which is far from the city and its noise, also the weather is cool. Therefore, people who want to stay in a quiet and peaceful place can come to **NGS** to rejuvenate their mind. Moreover, **NGS** is a spa resort which provides beautiful scenery. If people are interested in **NGS**, I will open a branch in another location in Bandung, such as in Dago Pakar which also offers beautiful panorama.

1.3.4 Threat

NGS has two kind of threat, which are outside threat and the threat from within. Philip Kotler says that, “Threat includes competitors, government policy eg taxation, laws, and changes in society not beneficial to your company” (20). The location of **NGS** is far from the city. Therefore, there is a possibility that people find it hard to reach the location. Besides,

NGS has a lot of competitors in Bandung, such as Jari Manis, Zen, Rumah Cantik Citra, Rahayu Natural Beauty Home Spa, and Delta. Each of those spa places has its unique selling proposition. Therefore, **NGS** has to be creative in giving the best service, so that the consumers feel interested to come to **NGS** and become loyal consumers.

1.3.5. Vision

To run **NGS** properly, **NGS** has a vision. The vision of **NGS** is to become a famous spa resort which is close to and friendly with nature.

1.3.6 Mission

Besides has a vision, **NGS** also has a missions. The missions of **NGS** are to give satisfaction to the consumers and to create better relationship between human and nature.