

CHAPTER I

THE BACKGROUND

1.1 Background

Nowadays people become creative in planning various innovative ideas in business. There is always an opportunity for amateurs, including students, to start a new business. Any kind of business has its own chance to be successful; yet it depends on the way people run the business. The more unique the business is, the bigger chance it gets to gain success.

The uniqueness of a business potentially comes from the business' idea itself or the way it is promoted. By promoting the business in a good and unique way, the product would be more well-known; moreover, the promotion could create the brand image of the product. Once the brand image of the product is created, it will be easier to get customers because they already know about the product. It can be said that promotion has a big role in making a business a success.

In this business plan, I would like to propose for a funeral organizer business. Funeral organizer is an organizer which can help mourning families

to organize funeral ceremonies, ranging from simple to complex ones, including the specific details. This is not a common type of business yet, but I see the increasing demand in Bandung, of having such service, which opens more opportunities to run the business, especially in an area where this would be considered completely new.

The following explanation that is gained from the website of Funeral Homes Guide describes a little bit about what is funeral:

Planning a funeral is a sad and tragic thing to do; however, it is something that almost all of us will have to do at least once in our lifetime. Planning a funeral is something that can be done by one person; however, it often takes combination of family members. No matter who is in charge of funeral planning, it is important process where a number of factors should be considered. (par. 1)

From the explanation, it can be concluded that no matter how tragic planning a funeral is, it still needs to be carried out. The funeral itself sometimes means a lot more beyond burying the dead body; it is to give respect to the one who dies or to remember the good deeds when he is still alive. That is why the funeral can be said a necessary thing to do, because almost every family will experience it and they need to be helped. The necessary things can include many aspects. The mourning families need to be helped, because they will not think clearly about what they should do when they lose

their beloved in the family. Besides, no one is prepared for a funeral; it is unexpected. Therefore, funeral organizers would ease people in holding a funeral ceremony, especially when they are mourning. It is an opportunity for me to build this business.

Due to the information I have about this business, I believe that this business has a big chance to succeed. First of all, I have witnessed people who really needed help to hold a funeral for a member of their family. They were not in a good condition when they lost their beloved one for they were in a mourning situation. It was hard for them to arrange for a funeral service in such a condition. I want to help them to solve such problem by being a funeral organizer.

The second reason is that I see this business as profitable. Well-off families tend to spend hundreds of millions rupiahs to provide the best service when any of their relatives die. This serves as one of the reasons I choose to establish the funeral organizer business.

Moreover, it has been the characteristic of people in 21st Century to always want something simple and easy, especially for those who have money. Having some professional help to take care of their problem or business is usually a helpful thing for them. I see that people in Bandung are not yet familiar with this kind of service; that is why the idea to make this funeral organizer is promising.

This organization is named *Éternité*. It is taken from France, and it means "eternity" in English. The reason for choosing the name lies in a belief that there is an afterlife. Every religion says that people will have an eternal life after death. They teach the same belief that people will go somewhere after they live in this world. People live in this world only for a while, and they will go through a long and eternal life afterwards. It is because people will have eternal life after death. I believe that those who believe in Jesus Christ will have a peaceful eternity when they go to heaven.

I choose this business because I know that every day people die. Whoever is in charge for planning a funeral with its many important factors needs to be assisted, especially if the one responsible is one of the family members. It happens that family members are more likely to be distracted by many factors while at the same time they have to take care of the funeral. In this business, I would like to help them to solve this problem in taking care of the funerals. They do not have to worry anymore because *Éternité* can help them to hold a simple, traditional, luxurious, or even a complex funeral according to the request of the clients.

On conducting an Internet research through the Google website and interviewing some accountable sources in Bandung and Jakarta, I found out that funeral organizer business is still rare in Bandung. This situation shows that this business has a big opportunity to flourish in Bandung.

1.2 Unique Selling Proposition

There are some unique selling propositions of this business. Éternité Funeral Organizer offers some packages that can make people choose the best package for the family with the most suitable price. People can choose the package of the funeral based on the agreement of their family members, for example whether to employ a simple procession or the luxurious one, where to hold the funeral ceremony, the kind of coffin, and the pastor to lead the service. The point is if people want to hire us as their funeral organizer, they will see that the entire things that need to be handled in holding a funeral ceremony and other things needed related to the funeral are settled in our hands. This is considered unique because there has not yet been any funeral organizer in Bandung that offers packages for the funeral ceremony. Moreover, the packages offered by Éternité can ease the customers to pick the materials they are needed related to the funeral ceremony, for the reason that the customers do not have to choose the materials one by one because it is already provided by Éternité. And as far as I know, they only provide the place for the ceremony and do not offer the package for the clients to pick and be adjusted with their budget. Because of the uniqueness, this business will gain at least 15 clients per months.

1.3 SWOT

1.3.1 Strength

According to Paul Tiffany and Steven Peterson, strength is “the capabilities, resources, and skills that you can draw upon to carry out strategies, implement plans, and achieve the goals that you have set for yourself” (132). Based on the explanation, I conclude that this business’s strength is the fact that this business is still rare in Bandung. Therefore, this business will have a small challenge of competitors who have the same business idea. Besides, this business also offers the packages that can ease the customer in choosing the services that is appropriate with their budget. Moreover, Etérnité has a strategic location near Bumi Baru Hall, which is reachable location for the customers-to-be.

1.3.2 Weakness

Weakness, according to Paul Tiffany and Steven Peterson, is “any lack of skills or a deficiency in your capabilities and resources relative to the competition that may stop you from acting on strategies and plans or accomplishing your goals” (132). The weakness of this business is that this business has no definite customer. This is because I cannot predict when a person from a family is going to die. I cannot tell when I will get customers or the profit in an exact range of time. Therefore, I think this is the weakness of

this funeral business. Another factor that can weaken this business is the background cultures of the families who lose their family member vary.

1.3.3 Opportunity

In Business Dictionary, it is stated that opportunity involves the sale or lease of any product, service, equipment, chances that will enable the purchaser-licensee to begin a business. The licensor or seller of a business opportunity usually declares that it will secure or assist the buyer in finding a suitable location or provide the product to the purchaser-licensee (par. 1). I am of the opinion that the opportunity for Éternité is open-wide due to the perception of people in Bandung which tends to like a novel idea. From a small research of the people I know, I find that they can adapt easily to a new culture. In this context, the new culture is giving trust to other people (organization) to handle the funeral of the beloved one in the family.

1.3.4 Threat

Lastly, I will state about the threat that might occur when running this business. Business Dictionary website clearly defines in the article “threat” as “an act of coercion where in a negative consequence is proposed to elicit response” (par. 1). Based on the definition, threat in this business will be the perception of people that this funeral business is crossing the ethics. Some people might think that it is unusual or even shameful to take profit from mourning people. This kind of perception might become a threat in this

funeral business. In addition to that, it is also possible for the competitor such as Priangan Hall or Bumi Baru to offer such packages like Éternité in the future.