

ABSTRAK

Penelitian mengatakan bahwa memiliki kebiasaan membaca dapat memberikan banyak manfaat. Artikel-artikel juga banyak mengatakan bahwa saat ini fasilitas seperti perpustakaan atau buku-buku sangat dibutuhkan untuk menunjang pertumbuhan kebiasaan membaca. Selain itu, disaat kondisi perekonomian begitu buruk, harga buku-buku malah mengalami peningkatan harga. Hal ini menyebabkan kebiasaan membaca menjadi menurun karena masyarakat lebih cenderung membeli kebutuhan utama mereka dibanding membeli sebuah buku.

Fakta-fakta diatas menjadi hal yang mendasari dibentuknya KawaiiPhanda. Dengan didirikannya KawaiiPhanda, diharapkan masyarakat dapat menikmati fasilitas membaca buku dengan harga yang murah dan mendapatkan banyak manfaat dari koleksi buku-buku KawaiiPhanda, baik berupa pengembangan diri ataupun kemajuan dalam pendidikan mereka.

Di sisi lain, dengan adanya desain unik yang menghadirkan sentuhan nuansa Jepang, dirangkap dengan suasana tenang yang memiliki pendekatan pada alam akan meningkatkan konsentrasi dan kenyamanan membaca. Para pengunjung pun akan disambut suasana rumah yang membuat kegiatan membaca mereka layaknya seperti di rumah sendiri.

EXECUTIVE SUMMARY

KawaiiPhanda is a kind of books rental business which offers non-fiction books as its major collection. It gives different value of KawaiiPhanda as a book rental which cares not only to the self-development but also to the intellectual development of its customers.

Something that also gives different values to the KawaiiPhanda is its unique selling propositions which provide café and wi-fi Internet. Moreover, KawaiiPhanda has a unique design which takes Japanese theme. Using Japanese theme means bringing the natural atmosphere into the house, therefore, inside the KawaiiPhanda there are gazebo, fish pond, stones and small fountain. By implementing a Japanese design, all customers will experience a comfortable reading atmosphere.

As a book rental which has initial investment below 100,000,000(IDR), KawaiiPhanda reach the pay back period in less than 2 years.

By having the payback period that relatively short and also having unique selling propositions, KawaiiPhanda is brave to stand as a book rental which has different values from others. Carrying different values means attracting more customers. Attracting more customers means giving big opportunity for KawaiiPhanda to be a promising business.

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