

CHAPTER I

BACKGROUND OF THE STUDY

I. The business

For many years people have tried to start their own successful businesses. Nowadays business industry is giving a chance to the people to start their own business. Car wash businesses have begun to compete directly with some of the larger full-service and self-service car wash establishments.

Moreover, in running business like automobile car wash we should know the best way in washing a car. Besides that, the professional car care services require a variety of tools and supplies, proper training, as well as some hands-on experience.

a. Description of business

If you own a car, sometimes you find it get dirty and you take it to the car wash. Of course you have to be selective in choosing the best place to wash your car, because not all of the car wash can give you the best service to fulfill your own desire.

In addition I will introduce you my company named [Wax on Wax out Automobile Car Wash](#) or [WOWO Automobile Car Wash](#). WOWO Automobile Car Wash is a proprietorship business. With the permit that WOWO Automobile Car Wash has made before, it will feature a service that looks very extraordinary. What kind of service that WOWO Automobile

Car Wash will give to you? Those services are aromatic shampoo in your cars, shining tires, and shining exterior, fragrance on the interior of the cars, comfortable waiting room, and a compliment for you.

WOWO Automobile Car Wash is a new independent business that means this business has not been operated before and it will be the premier for WOWO Automobile Car Wash to serve the people around the Cikutra area. This business is gainful enough because this business is prominent in giving services that will make the customer feel satisfied.

Nevertheless, washing a car does not merely get a sponge out with some water, flooding the car with soap and water, and being continued with rinsing and wiping it dry with a towel. Moreover, professional car wash services require a variety of tools and supplies, proper training, as well as some hands-on experience in giving the best service to the customer. In this case, with your money invest it will make this business will run effectively in November 10, 2008.

b. The service

In this part I will try to describe more about WOWO Automobile Car Wash. The benefit of my service is an extraordinary service that is different from the other car washes service, such as wash the customer's cars by using an aromatic car shampoo, build a comfortable place for the waiting room, and give a bottle of soft drink as a compliment for the customer when he has his car washed at WOWO Automobile Car Wash.

WOWO Automobile Car Wash will provide about the service. In this case, if I want to reach the loyal customer to come to my car wash I have to give them good services. Based on my own experience, all of the car

wash in Bandung does not give a good service. They only give the service to the customers' cars but they do not care about the owner of the cars. This is the important thing that I want to give to the customer. The best car wash does not only give a good service to the car, but it should give a good service too to the owner of the cars as well. At WOWO Automobile Car Wash, all of the customers will be served in a good way.

In doing this strategy I believe it will make all the people around the Cikutra choose WOWO Automobile Car Wash as the exact place to wash their cars. Moreover, by operating this car wash in six months I feel optimistic that I will achieve twenty percent (20%) of loyal customers.

c. The location

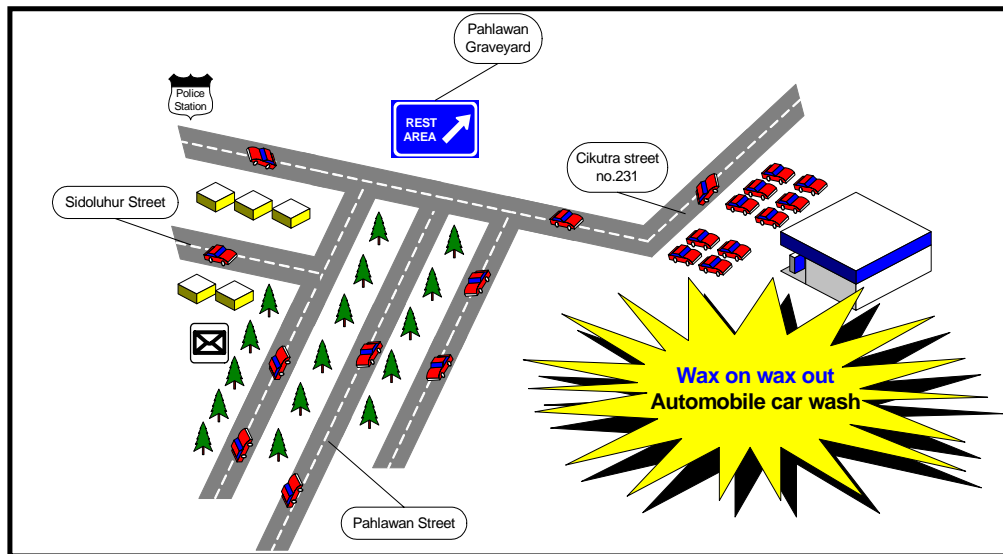
WOWO Automobile Car Wash is located at Cikutra area, specifically Cikutra Street number 231. In this case, I choose this site because there are many people live in Cikutra who have car, and they need a good service to have their car washed when they are dirty. Moreover, this location is accessible because it is located in a main street of Cikutra. Below is the nearest location of my opportunities customers.

Table 1.1
(The Location of Opportunities Customer)

Residences	Universities	Offices	Public Transportation
Surapati Core	STIE Widyatama	Mandiri Bank	Cipaganti Travel
Kompleks Cikutra Baru	ITENAS	Securicor	Star Shuttle
Griya Bukit Mas			
Cikutra Baru Permai			

Based on the table above, we can see there are many targets which make some opportunities. Below, I will show the strategic location that makes wax on wax out automobile car wash operate frequently.

Picture 1.1
(The Location of Wax on Wax out Automobile Car Wash)



From the picture of the location above, I can inform that WOWO Automobile Car Wash is located in the main street of Cikutra Street. It will make sure that the customers easier to come to wash their dirty car. With 1.080 m² there will be use three hydraulics, a cozy waiting room, and the place for drying the car after washed.