



ABSTRACT

Proyek Akhir ini membahas rancangan bisnis berupa sebuah tempat perawatan khusus untuk anjing. Tempat perawatan anjing ini bernama Woof Station. Tempat perawatan anjing ini terletak di perumahan Batununggal. Alasan saya membuka usaha ini di Batununggal, karena di kompleks tersebut belum terdapat satupun tempat perawatan anjing. Selain itu, berdasarkan pengamatan saya, penghuni kompleks Batununggal banyak yang memelihara anjing sebagai binatang peliharaannya. Tentu saja, tempat seperti Woof Station dapat menjadi solusi bagi para pemilik anjing yang tidak sempat untuk mengurus anjingnya.

Dalam hal jenis pelayanan, Woof Station menyediakan salon anjing, penitipan anjing, foto anjing dengan kostum – kostum yang menarik, pelatihan anjing, serta tempat bermain bagi sang anjing. Woof Station menyediakan perawatan yang lebih lengkap daripada tempat perawatan anjing lainnya. Hal ini membuat Woof Station menjadi berbeda dengan tempat-tempat perawatan anjing lainnya di Bandung.

Dengan membuka usaha ini, saya yakin Woof Station akan menguntungkan kedua belah pihak, yaitu Woof Station mendapat laba yang banyak dan pihak pemilik anjing merasa puas dengan perawatan yang terbaik bagi binatang peliharaannya.

Berdasarkan analisis finansial, bisnis ini dapat dijalankan dengan modal Rp.178.850.000,00. Modal tersebut dapat kembali dengan menjalankan Woof Station selama dua tahun dan 0,03 bulan. Selain itu, hasil perhitungan NPV terbukti positif. Sehingga bisnis ini sangat menjanjikan untuk dijalankan.



EXECUTIVE SUMMARY

Woof Station is a one-stop dog treatment center which provides services for dogs such as a dog salon, dog shelter, dog photo shot with unique costumes, dog training and dog playground. Woof Station is excelling in giving a total care for dogs. Therefore, this business offers a great opportunity to make a lot of profits because all services that dogs needs are available in one place.

Woof Station is located at Batununggal Indah II/57, across from St. Aloysius Batununggal School. Woof Station's target market is the residents of Batununggal Residence and the dog lovers around Bandung. They are both female and male around 23 until 56 years old with the middle to high economic level. The location supports the business to run well because Batununggal residents have the dogs as their pets.

Woof Station applies modern technology in washing the dog. Woof Station trusts Dog House Pet Dryer to groom and dry the dog. According to WorldPetStore.com, the dryer cuts drying time by up to 75%. The dryer makes the treatment time in Woof Station become more efficient.

Woof Station's visions are to reach the maximum level of service quality and to make the dogs' lovers aware about the importance of treating the dogs well. On the other hand, its missions are to provide the newest equipment in treating dogs and to keep the sanitary in Woof Station.

The financial analysis indicates that this business is feasible with a start up of 178,850,000 IDR. Payback period of Woof Station is 2 years and 0.03 month. On top of that, after analyzing the NPV, the result is positive. Therefore, Woof Station is where today's smart money is being invested.



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