



CHAPTER I

THE BACKGROUND

1.1 Background

A dog is the closest companion animal in our lives. According to Wikipedia (par.1), dogs are taken care by humans as their home guards, as sleuth hounds, or even as “a family” in their homes. Therefore, after we get the advantages of the dog in our lives, as human beings, we should give good treatment for the dog as well.

Considering the importance of treating dogs well, I would like to open a dog treatment shop called Woof Station which will be located at Batununggal Indah II/57, across St. Aloysius Batununggal School, Bandung. This promising business is totally different from other pet shops in Bandung because it specializes in treating dog only. Woof Station provides various services such as dog salon, dog shelter, dog photo shot with a lot of unique costumes, dog training, and dog playground.

Furthermore, I would like to explain more about Woof Station through SWOT analysis. It consists Woof Station strengths, weaknesses, opportunities and threats in opening Woof Station.



Strengths

Woof Station provides lots of treatment which will be done inside the building (indoor). The advantages of treating dogs indoors are the dogs will not get caught in the rain, and it will be easier for the employees to watch the dogs. In addition, the owners will not be afraid that their dogs will run away.

Woof Station provides more services than other pet shops in Bandung. As for Woof Station's competitors, such as the pet shops in Ciwalk Mall, Istana Plaza Mall, Paris Van Java Mall, Hyper Point Mall, Kembar Residence, and Cihampelas Street, they only provide few treatments for dogs which are not as complete as what Woof Station offers such as dog photo shoot with unique costumes, dog playground, and dog hotel. Therefore, this business becomes a great opportunity to make a lot of profits because Woof Station has many varieties in the treatment for dogs.

Woof Station has established a procedure for the owners whose dogs need to be taken care of at Woof Station. The owners have to bring the dog's health book or the vaccination letter from the veterinarian. The procedure is made to prevent the dogs spread the diseases.

Woof Station applies modern technology in washing the dog. Woof Station uses a 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 becomes more efficient. What is more, according to Anjingkita.com (1) about the process in washing the



dogs, the owner should use a pet dryer to groom and dry the dog, and not use the hairdryer which is commonly utilized for humans, because using human's hairdryer can make the dog's fur becomes curly.

Woof Station can fulfill the dog's needs. According to The Dog Book (2002), the dogs need treatments in order to fulfill their needs. The dogs' needs are they need to be washed at least once a week to avoid the disease and they need to be trained in order to discipline them so they will be well-behaved and obedient. In addition, dogs need to socialize with the other dogs in order to make them friendlier, and they need to have some exercise to stay healthy.

From my observation, in the morning, mostly at weekend, a lot of people take their dogs for a walk; approximately there are 50 dogs in Batununggal Residence. Therefore, the location is strategic for providing services for dogs around dogs' lover residence.

Weaknesses

After knowing the strengths of Woof Station, I would like to analyze the weaknesses of Woof Station. Woof Station provides treatments for dogs only. As a result, people who have other kinds of pets, cannot use Woof Station services.

Opportunities

Referring to its location which will be located at Batununggal Indah II/57, Bandung, Woof Station has a strategic place in providing the services for dogs because Batununggal residents are dog's lovers. In



addition, there is only one nearest pet shop around Batununggal Residence. Therefore, Woof Station's location is easy to reach for the owners who live around Batununggal area.

Threat

For the threat, Woof Station is a new shop in treating dogs in Bandung. Therefore, at first Woof Station does not get any conviction from the owners who have not used the services yet.

In order to implement this business, it is quite hard to find the workers who love treating dogs because Muslims are forbidden to touch and to be licked by the dogs. As a result, some Muslims do not want to work in treating dogs.

1.3 Vision and Mission

The visions of Woof Station 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 safest equipment in treating dogs and to keep the cleanliness in Woof Station.

1.4 Goal and Objectives

For the short term, Woof Station will enlarge the place, will hire more employees and will upgrade the services with the latest equipment. Also, Woof Station will make some dog contests (e.g. dog's fashion show, agility trial, obedience trial, and disc competition).



For the long term, Woof Station will open branches in Bandung and other cities (e.g. Jakarta and Surabaya), and provide more facilities (open a 24-hour dog clinic and WiFi). Woof Station will offer various treatments for other animals (e.g. cat, horse, and rabbit), provide a Woof car service (dog service on the spot), and provide pet-furniture and accessories for dogs.

1.5 Meaning of Logo



For the logo and the brand name of Woof Station, I choose several colors such as blue, green, yellow, red, orange, purple, black, white and brown colors. According to Color Wheel Pro (par.2), blue represents loyalty, expertise, and trust. Meanwhile, red is associated with love, stability, and desire. Yellow suggests joy, happiness, and energy. Orange combines the energy of red and the happiness of yellow. Moreover, green symbolizes freshness, safety and harmony. Purple combines the stability of blue and the energy of red. Brown suggests stability, friendliness, and honesty. Black is associated with power, elegance, and mystery. White is considered to be the color of perfection, and it is associated with light, goodness, innocence, purity, and virginity.

For Woof Station, the meaning of the colors is that Woof Station will be loyal to all customers who take their dogs to be treated at Woof Station.



Besides, Woof Station's desire is treating the dogs with love, joy and enthusiasm each day. Woof Station uses the safest equipment in treating the dogs, therefore the dogs will look fresh after taking the services at Woof Station. Next, Woof Station has employees who are honest and friendly. Also, the employees have a lot of energy to treat the dogs well everyday. For the logo, the paw, it means that Woof Station is only treating dogs.

