

ABSTRACT

Seiring berjalannya waktu manusia menuntut hal-hal yang praktis termasuk dalam mencuci pakaian. Manusia mulai menggunakan mesin cuci untuk membantu menyelesaikan pekerjaan mencuci pakaian, tetapi banyak masalah yang ditimbulkan dari mesin cuci itu. Salah satunya, pengguna harus menyediakan ruangan lebih untuk meletakkan mesin cuci itu sendiri. Hal ini dapat menyulitkan, apalagi untuk seseorang yang lebih memilih tinggal di apartemen dengan ruangan yang tidak terlalu besar. Dari kondisi tersebut di atas, saya melihat peluang yang baik untuk mendirikan bisnis jasa *laundry* yang dapat selesai dalam hitungan jam.

Bisnis jasa *laundry* yang akan dibuat diberi nama *Laundry Café Shop* (LCS), berlokasi di Apartemen *The Jarrdin*, Jalan Cihampelas, Bandung. LCS bukan jasa *laundry* pada umumnya yang hanya menawarkan jasa mencuci pakaian. Saya menyadari kebutuhan beberapa orang akan perasaan yakin bahwa pakaian mereka dicuci dengan benar, bersih, dan tidak dicampur dengan pakaian orang lain seperti mereka mencuci pakaian mereka sendiri di rumah. Oleh karena itu, disamping menyediakan jasa mencuci pakaian yang bisa selesai dalam waktu kurang lebih satu jam, saya juga menyediakan jasa peminjaman mesin cuci sehingga pelanggan bisa mencuci pakaian mereka sendiri. Dengan mencuci di LCS, pelanggan bisa mencuci pakaian mereka sendiri tanpa harus repot, selain itu mereka juga bisa menikmati fasilitas ruang tunggu berupa *café*.

Dalam *business plan* ini akan dijabarkan secara menyeluruh tentang latar belakang, aspek pasar, operasional, dan sumber daya manusia dan tentu saja aspek keuangan dari usaha LCS. Dari perhitungan keuangan, LCS adalah bisnis yang patut dijalankan karena menghasilkan keuntungan. *Business plan* ini dibuat untuk mengajak investor menanamkan modal mereka pada LCS dan dapat memperoleh keuntungan setelah kurang lebih dua tahun sembilan bulan.

EXECUTIVE SUMMARY

Laundry Café Shop (henceforth, LCS) is a new way in doing laundry in Indonesia. Besides offering laundry service in the price of Rp 45,000 per 5 kg of clothes, LCS also provides washing machine rent which allows the customers to wash their own clothes without being worried if their clothes are washed in a proper way or not. The washing machine rent will cost Rp 35,000 per load. Although the customers can wash their own clothes there, they do not have to iron the clothes by themselves. LCS provides ironing service in the price of Rp 1000 per piece of clothes. The pressers (a term that is used in clothes factory for a person who irons the clothes) will help the customers iron their clothes. Due to the fact that the process only takes about an hour, LCS provides a café as a waiting room for the customers. The café will be a facility to attract customers. The café, which is completed with books and magazines in shelves, will be designed as cozy as possible; thus the customers can wait for the process of laundry while they sit down on cozy sofas, and enjoy their books or magazines. Moreover, the customers can enjoy homemade foods and beverages or browse the Internet because there is a Wi-Fi facility in the café area.

The business will be established in The Jarrdin Apartment, located in Jalan

Cihampelas, Bandung. For those who stay in The Jarrrdin Apartment, LCS offers pick-up and delivery service from and to the customers' room. The customers only need to pay Rp 5.000 for this service. LCS needs eight employees: a manager, a manager assistant, two laundry boys, three pressers, and a waiter who is in charge of the café area. From the financial side; thus, laundry and café business is a profitable one. LCS only needs about 2 years and 9 months to reach its break event point. With Rp 75,112,439 net present value, LCS is a feasible business to run.

TABLE OF CONTENTS

DECLARATION OF ORIGINALITY	i
FRONT COVER OF THE BUSINESS PLAN	ii
APPROVAL PAGE.....	iii
TABLE OF CONTENTS.....	iv
LIST OF TABLES.....	vi
LIST OF FIGURES	viii
ABSTRACT.....	ix
EXECUTIVE SUMMARY	x
CHAPTER I THE BACKGROUND.....	1
CHAPTER II MARKETING ASPECT.....	9
CHAPTER III OPERATIONAL ASPECT	19
CHAPTER IV HUMAN RESOURCES ASPECT.....	28
CHAPTER V FINANCIAL ASPECT	36
BIBLIOGRAPHY	
APPENDIX A LOGO	
APPENDIX B BROCHURE	

APPENDIX C BANNER AND PAPER BAG

APPENDIX D QUESTIONNAIRE

LIST OF TABLES

Table 2.1.: LCS' Services	14
Table 2.2.: LCS' Products	15
Table 2.3.: LCS' Snack and Coffee	15
Table 2.4.: Price List of LCS' Services and Products	16
Table 2.5.: Price List of LCS' Snack and Coffee	17
Table 3.1.: The Workflow Process of Self-service Washing	20
Table 3.2.: The Workflow Process of Laundry Service	21
Table 3.3.: The Workflow Process of Support Service	22
Table 3.4.: The Workflow Process of Ironing.....	24
Table 3.5.: The Workflow Process of ordering food and beverage	24
Table 5.1.: LCS' Initial Investment	36
Table 5.2.: LCS' Cash Inflow	39
Table 5.3.: LCS' Variable Cost.....	40
Table 5.4.: LCS' Fixed Cost	41
Table 5.5.: LCS' Total Cash Flow	41
Table 5.6.: LCS' Net Cash Flow	42
Table 5.7.: LCS' Pay Back Period.....	43

Table 5.8.: LCS' Net Present Value	44
Table 5.9.: LCS' Provitability Index	45

LIST OF FIGURES

Figure 3.1: Location of The Jarrdin Apartment	25
Figure 3.2: LCS' Layout	26
Figure 4.1: LCS' Organizational Chart	29