

## **BUSINESS DEVELOPMENT PLAN: WORKSHOP ON UD. RELA MOTOR IN MOJOKERTO**

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### **ABSTRACT**

*The purpose of this research is to examine the feasibility of workshop business plan to support workshop business development that will be established. So, this research will be used to assist in decision making of the company. This study uses descriptive qualitative method. The acquisition of data is obtained by the interview method that involves five respondents. The result of this study indicates that the business is feasible to run because the aspect discussed regarding the feasibility study shows that the workshop business has a good chance if established with investment return shortly.*

**Key word:** feasibility study, business plan, business development workshop.

### **INTRODUCTION**

Today as you know, the world faces an era of globalization. Every individual on earth has developed over time to become more modern and open-minded. In addition, individual communities are also evolving to seek every things to save their time. This is especially happens in Indonesia. In Indonesia, the society would also experiencing rapid development. In addition they become more modern, of course, they also have the development of lifestyle. Indonesian society, in addition to their practical please lifestyles also tend to be consumptive, especially in terms of ownership of the transportation they use. Moreover, most of Indonesian society enjoys a lifestyle that is up to date so that they tend to be more consumptive and enjoys new things. In Indonesia, each family usually has more than one vecycle. Whether it's a motorcycle or a car. It is evident from the increasing number of vehicles in Indonesia, can be seen in the table below:

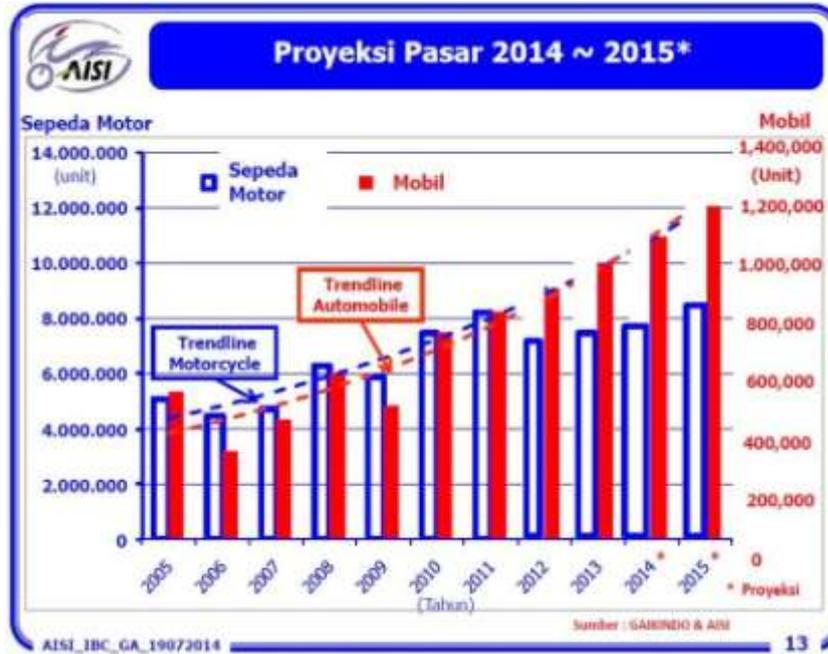


Figure 1. the number of vehicles

In the table it can be seen that the number of vehicles over the years has always experienced an increase in both two-wheel and four wheels. Therefore, reference to these data, the authors plan to build a transport-related services are an auto repair shop.

## LITERATURE REVIEW

### a. STP (Segmentation, Targeting and Positioning)

To be successful in the market competition, the company should be more centered on the customer. They should be able to win customers from competitors, and maintain and develop them by giving the value of the service better. However, before they can satisfy the customer, the company must first understand what customers want and need (Kotler et al, 2009). This process includes market segmentation, targeted marketing and market positioning.

1. Market segmentation: the process of dividing the market into groups of buyers with different needs, characteristics, or behavior that may require a different product or a different program. Each market has its own segmentation respectively but not all segments have the same functionality.
2. Target: an evaluation of each market segment of interest and selecting one or more segments to enter. A company must be able to choose which segments to target via these segments can provide the greatest value for customers and benefits the company as well as stabilize the condition every time.
3. Positioning: structuring the product to be clearer and more orderly and in

accordance with the customer's desire to hook the interest of the customer. Positioning focus more on how companies to differentiate themselves from the product or the company to be different from other companies or more often we refer to as the hallmark of the company. What will make customers more willing to pay more for brands that we offered.

**b. Marketing Mix**

Marketing (Marketing) is the process of preparing a unified communications that aims to provide information about the goods or services in relation to satisfying the needs and desires of man (Rina, 2011). And of course to market a product or service is certainly a need for a strategy. And the marketing mix is one of the strategies. Philip Kotler defines marketing mix or marketing mix as a series of variables that can be controlled and the level of the variables used by the company to affect the target market (Rina, 2011). In the marketing mix or marketing mix are the four elements. E. Jerome McCarthy named marketing tools as "the four Ps of Marketing" (Rina, 2011). 4P is meant Products, Price, promotion, and place.

-- Product

Product is the overall concept of the object or process that provides a number of benefits to the consumer value. A company often not only sell one type of product. This is because if the company offering more products, the company will obtain a higher stability. Meanwhile, when a company is only selling one product and if the product is affected by the problem or instance is not liked by consumers then the company will have trouble. According to Philip Kotler (2010: 209-211), there are several things that can support the selection of products and services, such as:

a. Product quality

The quality of a product is among the main marketing positioning. Quality has a direct impact on a product or service that is directly related to the value and consumer satisfaction. The quality of a product has two dimensions, namely the level and consistency. To develop a product, marketers must choose the quality level that supports a product. In addition, the high quality also means having a high level in quality consistency. Therefore, to achieve the expected goals of course required consistency to be able to provide products with a level of quality that has always been high that customer satisfaction can be maintained.

b. Product features

A product can be offered with varying features. Features can be shaped in a way unique to differentiate a product from products sold by competitors. Products with unique features that will be easier to steal the attention of consumers in the market competition. And also, to be able to further optimize the product marketed, it is necessary to do a survey on a regular basis to consumers. The survey is aimed at corporate decision-making related to development of existing products. So that the development of these products will be more in line with customer need.

c. Style and Design Products

Design is a concept that is greater than the style in which the style only shows the appearance of a product while the design is the life of a product. The style is only useful to attract attention, but not necessarily result in better performance. Design stems from the desire of consumers and deeper than just creating a product or service.

-- Price

According Tjiptono price is the monetary unit or other measure include other goods and services are exchanged in order to acquire ownership rights or users of certain goods and services (Rina, 2011). Price is the only element of the marketing mix that produces revenue. Prices should be measured by how much the value contained in the product that benefits can be felt by the buyer. If not, then the buyer will surely prefer to buy products that compete with. Prices are grouped into four, such as:

a. Value is low price

A group of consumers who have the notion that low price is the most important, while the quality is the value of the interest rate is lower.

b. Value is whatever I want in a product or services

For consumers in this group, the value is not only defined as a benefit or acceptable quality, but also something that can satisfy the craving.

c. Value is the quality I get for the price I pay

Consumers in this group have the idea that the value is something benefits or acceptable quality in accordance with the amount of the price paid.

d. Value is what I get for what I give

Consumers determine the value based on the amount of benefits received compared to the sacrifices incurred either in the amount of money spent time and effort.

-- Promotion

A small step in the promotion in a variety of ways to achieve marketing targets that have not been achieved. Promotion is the activity used to find that once consumers not only come but also make repeat purchases (customers). The purpose of the campaign is to improve consumers' perceptions, attract buyers first, reaching presentase higher for repeat buyers (customers) put on a new product, and increase sales. Promotion can be done in various ways, including:

- Follow a certain event
- Held a special discount at a certain moment
- Give membercard for customer
- Billboards and banners
- The mass media (newspapers and radio)
- Mouth to mouth promotion

To communicate the program to the public or consumers, it can be done in four ways:

- Advertising

Form of non personal presentation and promotion of ideas, goods, and services that are paid for by a particular sponsor

Personal selling

Oral presentation in a conversation with one or more prospective buyers who intended to create sales

Publicity

Drivers of non-personal demand for a product, service or idea by using commercial news in the mass media and sponsors are not burdened with a number of direct payment

Sales promotion

Marketing activities other than personal selling, advertising and publusitas that drive consumer purchases and effectiveness.

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Place

According to Walter in Sunyoto (2014: 174) states a marketing channel is a group of traders and agents that combine physical displacement and the name of a product to create usefulness for certain markets. Appropriate decisions on marketing channels will affect two things: the sales range, and cost. Each alternative channels that have a clear influence of other elements contained in the company's marketing mix as goals to be achieved, target market characteristic, and characteristics of the products offered. Assessment of alternative channels based on economic criteria, effectiveness and control. According Swastha in Yanri Irawan (2013: 271), while a variety of consumer goods distribution channels are:

Producers-Consumers

Forms of distribution channels is the shortest and simplest is the distribution channels from producers to consumers, without the use of intermediaries. Manufacturers can sell goods produced by post or directly to the homes of consumers (door to door). Therefore, the channel is called the direct distribution channels.

Manufacturer - Retailer – Consumer

As the first channel type (producer-consumer), the channel is also referred to as direct distribution channels. Here, the retailer directly make purchases on the manufacturer. There are also several manufacturers that set up shop retailer so that it can directly serve consumers.

Manufacturers - Wholesalers - Retailers – Customer

This kind of distribution channels used by manufacturers, and named as traditional distribution channels. Here, the only manufacturer to serve in bulk to wholesalers, not to sell to retailers. Purchases by retailers serviced wholesalers and retailers purchase by consumers served only.

Producer - Agents - Retailer – Customer

Here, the producers chose an agent (or agents factory sales agent) as its supplier. He runs a large trade activities in existing distribution channels. Target sales is mainly addressed to the large retailers.

- Manufacturers - Agents Wholesalers - Retailers – Customer

In the distribution channels, manufacturers often use the agent as an intermediary to distribute the goods to wholesalers who then sell it to small stores. Agents are visible in the distribution channel is primarily a sales agent.

**c. PEST ANALYSIS**

According to Kotler, a PEST analysis is a useful strategy to understand the market growth, market position, potential and business operations. Directions PEST analysis is a framework to assess a situation and assess the strategy or position of the company, marketing plans or ideas. Where this analysis can be taken a new opportunity or a threat for the company.

1. Political Factors

Political factors include government policies, legal issues, and include formal rules and informal environment in which the company conducts its activities. For example: policies on taxes, labor regulations, local regulations, trade regulations, import and export regulations, product registration regulations, regulations on customs, political stability, the elections.

2. Economic Factors

Economic factors include factors that affect customer purchasing power and affect the level of the company's costs. Examples: economic growth, interest rates, the standard exchange rates, inflation, global economic crisis, world crude oil prices, raw material prices, the cost of shipping the product.

3. Social Factors

Social factors include all factors that could affect the needs of customers and affect the size of a large share of the existing market. For example: the level of public education, the rate of population growth, the social environment, working conditions, safety and social welfare, the level of the necessities of life, the influence of foreign cultures.

4. Technological factors

Technological factors include all the things that can help in addressing business challenges and support business process efficiency. For example: research and development activity, automation, technology support, the level of advancement of technology, the dependence on technology, the demands of the competition.

**d. SWOT Analysis (Strength, weakness, Opportunity and Threat)**

According to Kotler (2007, 50) SWOT analysis is the overall evaluation of Strength, Weakness, Opportunity, and Threats of a company. The decision making process of a company is always associated with the development of the mission, goals, strategies and policies that exist in the company. therefore, to be able to make strategic decisions for the company, it is necessary to analyze the strategic factors in the company (strengths, weaknesses, opportunities, and threats) in its current condition. The following is a translation of Strength (Strength), weakness (Weakness), opportunity (Opportunity), and Threats (Threats):

- Strength

Internal capabilities, resources, and factor positive situations that can help companies to serve pelanggan and achieve its goals.

- Weakness  
Internal limitations and negative situations that may interfere with the performance of the company.
- Opportunity  
Factors that lets in the external environment that may be utilized by the company by the company to take advantage.
- Threats  
External factors that allow it to create a challenge to company performance.

Judging from such understanding, maximize strengths and minimize weaknesses and the opportunities and threats will have a major impact for the company. Because through it will be taken a strategic decision for the survival of a company.

**e. Five Force Analysis**

According to Porter in Hendradiarta (2014) to establish an enterprise, there are five factors that must be analyzed, namely Rivalry Among existing competitors, bargaining power of buyers, bargaining power of suppliers, threat of new entrants, and threats of substitute products. Fifth it is commonly known as the five forces model.

- Rivalry Among Existing Competitors  
Competition between companies is an element which is strongest among others. This strength will explain the intensity of competition between companies in an industry. Strategy Companies can excel if you have a competitive advantage over companies lainnya.kompetisi experienced by the company will be higher when the number of competitors growing, there are several competitors who have not too different capacity, demand for goods from industrial decline, and the occurrence of price competition.
- Bargaining power of buyers  
Bargaining power of buyers is when the buyer wants to take the goods in large quantities, bargaining power will show a high pressure so that the intensity of competition affecting the industry. Strength will offer buyers will show how much the buyer gives an advantage as well as the number of items that can be purchased.
- Bargaining power of suppliers  
Bargaining power of suppliers, it is affecting competition in an industry, especially if there are not a few number of suppliers and sources of raw materials only slightly and when the cost to move to other raw materials is very high. The stronger the Taar bidding among suppliers, the less attractive the industry.
- Threat of new entrants  
A threat of new entrants will be high if an industry is not difficult to enter. Some of the factors that influence investment is so high, a consumer loyalty to a brand, distribution network has been controlled. When the threat of new entrants is very strong, then the company can take a variety of measures such as lowering the price, extend the warranty, add features,

and ease financially. So this will enable companies to formulate strategies to exploit the opportunities of the situation.

- Threats of substitute products  
Competitive pressures on their substitute goods will increase when the price of substitute goods declined and switching cost to consumers is reduced. Threats to the replacement item can be influenced by consumer loyalty to a brand, customer relations are close, and the switching costs on other products.

3.3 Model Analisis

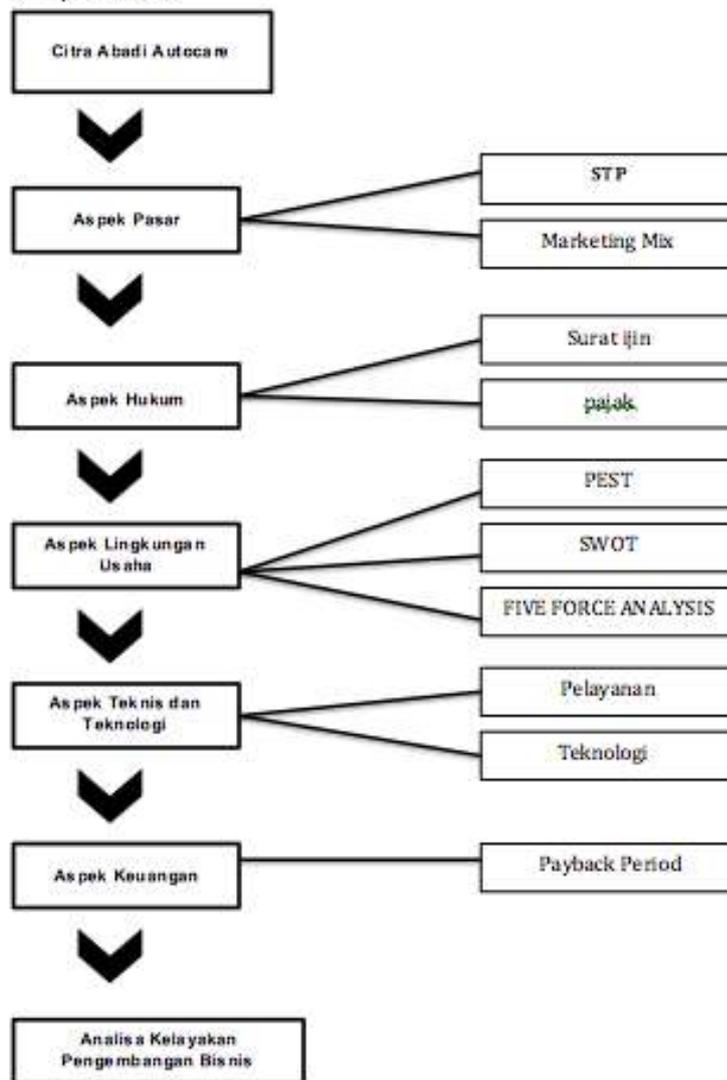


Figure 2. Model Analisis

## **RESEARCH METHODS**

methods of research using qualitative descriptive approach. The research data obtained through interviews, photographs of personal documents about the object of the study reported in accordance with its true meaning. Informants from research conducted six people consisting of two competitors, two consumers and family as the owner of UD. Rela Motor.

## **THE RESEARCH FINDINGS**

### 1. STP (Segment, targets, positioning)

By age and hobbies, there are two segmentation trying to achieved by Citra Abadi Autocare such as young people that has enthusiasm with modern modification and adults that like to modified the antique car.

1. Young hobbyists modern modifications Segments are trying to reach by Citra Abadi Autocare is a segment of young people who loved the modern modifications to their cars. It can be seen from the frequent modifications car race held in Surabaya. Now in Mojokerto, there are a lot of young people who modify their cars. Such as installation of the stickers to change the color of their cars, replacement velg, make their cars become more "modern" and others. And every Saturday and Sunday, in front of the mayor's office Mojokerto, there are always young people who gather together his gang to show off their cars.
2. Adults that has enthusiasm about antique car modification

The next segment is trying to reach by Citra Abadi Autocare is an adult hobby with antique cars. Antique car is meant here is like an old VW beetle car, old jeep car (land cruiser jeep). No association in Mojokerto old cars like that frequent gathering. Therefore, Citra Abadi Autocare will help to provide maintenance services for the old cars and helping to improve the car with find a substitute sparepart if there is damage to the engine and difficulty in finding spare parts.

Based on social class, a segment that Citra Abadi Autocare trying covered are:

1. The villagers who have their own business and modern In Mojokerto, this time the people who live in the village started to become more modern. Where among them many who have cars, houses have been renovated to be a better and understand better quality goods. Because Mojokerto surrounded by many villages, then surely this segment ought to be taken into account in order to become the market share of Citra Abadi Autocare.
2. A self-employed and the city office  
In Mojokerto, many self-employed and the office there. And most of them have private vehicles such as cars and the amount may not be just one car per family. Therefore, the middle class segment is promising given the market share of the middle class tend to modern and more pleased for goods and services of higher quality.
3. The owners of big business  
In Mojokerto, of course, also a lot of people who fall into the rich class. For example just like the owner of a shoe factory Pro ATT, bokormas cigarette

factory, factory shoe soles, medicinal plants Jodo, owner Sanrio self and others. This makes rich community segment is also very promising for Citra Abadi Autocare when it may make the society as a customer. And therefore, Citra Abadi Autocare should be able to provide the best service and products with good quality that make them satisfied with the services and products offered by Citra Abadi Autocare.

In terms of the target, the target of Citra Abadi Autocare is some factory located close to the enduring image Autocare. Citra Abadi Autocare itself is located on the street of the majority stand of large factories. Citra Abadi Autocare will try to submit proposals in the workshop which will be regularly to perform maintenance for the cars that are used to meet the company's operational activities. This is certainly feasible given Citra Abadi Autocare will always give you the confidence and the best quality at the customer uses its services.

In terms of positioning, Citra Abadi Autocare should be able to make the customer can be loyal. Citra Abadi Autocare want to instill in the minds of customers that they can get any purposes related to their car without the need to move where. And there is no need to worrying about the quality because they already know clearly about the performance and quality of Citra Abadi Autocare. And to make it happen Citra Abadi Autocare certainly must have something unique and can differentiate with its competitors. Here are factors that makes Citra Abadi Autocare with other competitor :

- Service was friendly and familiar to customers
- The owners who go directly to the last check on the mechanical work so that the work of technicians become more leverage and nice. This is supported by the owners who know the machine because the owner Citra Abadi Autocare undergoing machining automobile engineering school.
- Price more friendly to customers
- Availability of services and sales of a complete product and quality in order to cover the desired segment.

## 2. Marketing mix

### -- Products

For garage and a car wash, of course, the services offered by Citra Abadi Autocare will differ slightly with competitors. However, Citra Abadi Autocare will strive to improve the quality, and service, and also trying to give more value to customers related to services and products offered so would have a differentiator with competitors.

### -- Prices

Currently, the public is very sensitive to the price. Even though only a little adrift, people will definitely think twice to buy a product or use a service. However, today's society tetnutnya also getting smarter to choose the goods and services they will use. Because right now people are more keen to see which products and services were really good. Therefore, Citra Abadi Autocare will try to give a reasonable price to consumers and also provide services and goods with the best quality for the customers so that customers will not be disappointed.

-- Place

Place is also a crucial in the establishment of a business. Because right or somewhere in the election will directly affect the behavior or failure of the business. Place of incorporation Citra Abadi Autocare itself was on the main road in Mojokerto so that public access will be easier to reach the workshop.

-- Promotions

Promotion is also important to do by a business especially a relatively new effort to introduce it to the public. Citra Abadi Autocare will use multiple media to a media campaign. Media used are newspapers Radar Mojokerto, Maja FM Radio, and also the promotion of online media or social media.

3. PEST Analysis

-- Politics

Internal factor like politics, would adversely affect the business continuity of the business is established. But, of course, with their attention from business owners to be able to take care of all the required permits to start a business from taxes, permits mendidrikan building, payment of taxes on a regular basis, and not political crimes, certainly will not be a problem and the business continues to run smoothly.

-- Economy

In economic terms, certainly noteworthy any external factors that influence the consumer's decision to use the services of a workshop Citra Abadi. World crude oil prices up and down, raw material prices rise and fall, and the exchange rate plummeted rupian increasingly also the things that affect demand. Because if these problems are left without any treatment, which means, of course, this can make the public demand for goods and services fell. It is inevitable that prices are increasingly inflated at this time certainly influenced by world oil prices and rising prices are not stable exchange rate. Surely if we can not keep up this would be a problem for businesses.

-- Social

Today as we all know, of course, more and more people forward. Either of the patterns of life, level of education, and the level of their needs are also higher. A growing number of people are also less diimbangi even this with the availability of qualified kerayang field. With the establishment of this workshop Citra Abadi, of course, is equivalent to giving new jobs for the community that will reduce the level of unemployment that exists and will encourage economic growth.

-- Technology

For establishment of the workshop Citra Abadi course will be used teknologi accordance with the development of the current era. So this would be more effective and efficient and not just use manual strength labor. Because as we all know, human power will surely lose precision with machine or technologies

4. SWOT Here is an analysis of strengths, weaknesses, opportunities and threats that are owned by Citra Abadi Autocare:

<p>1. Strength</p> <ul style="list-style-type: none"> <li>- Having a strategic business establishment</li> <li>- Have completeness of services and products</li> <li>- Fix the price "reasonable" for consumers</li> <li>- Concerned good relationship with the consumer (always being friendly)</li> <li>- There are other businesses that support each other in one place</li> <li>- The owners also understand about machine</li> </ul>	<p>2. Weakness</p> <ul style="list-style-type: none"> <li>- This business is still relatively new</li> <li>- Not a lot of people who know</li> <li>- The bargaining power of buyers is high</li> </ul>
<p>3. Opportunity</p> <ul style="list-style-type: none"> <li>- A workshop that can handle</li> </ul>	<p>4. Threat</p> <ul style="list-style-type: none"> <li>- Competitors are located near</li> </ul>
<p>private car or public transport</p> <ul style="list-style-type: none"> <li>- Spooling balancing services for trucks that does not exist in Mojokerto</li> <li>- A workshop that can handle the latest model machines (injection and detection system based car damage computer)</li> </ul>	<p>the place of business establishments</p> <ul style="list-style-type: none"> <li>- Government regulations are not arranged so that causes price fixing is hard to do</li> <li>- Limitations professional workforce</li> </ul>

**CONCLUSION**

From research conducted, garage business is feasible because Citra Abadi Autocare has understood exactly which segment of society and the public as to what is

targeted to be customers in doing business. Segment and the target is determined from research done and also take into account the location of the workshop and other aspects necessary to build a garage. The target of Citra Abadi Autocare is a layer of people who understand the automotive. Especially for young people and adults that has car modification hobby in Mojokerto. The target of Citra Abadi Autocare itself is cooperation possible with some factories in nearby stand Citra Abadi Autocare to be current customers will memaintenance car offices. In addition Citra Abadi Autocare also want to build the customer mindset that Citra Abadi Autocare is a reliable repair shop with the best performance. Moreover, from the research conducted, Citra Abadi Autocare has been able to read the state of the market, where it will be used to achieve success by leveraging existing business opportunities and also eliminate matters that will make a loss in the future.

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