



BUSINESS FINAL PROJECT

“TIRAH SUMULUR”

UNDERGRADUATE FINAL PROJECT

Submitted as one of the requirements to obtain

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ABSTRAK

“Tirah Sumulur” merupakan bisnis startup yang bergerak di bidang retail pakaian wanita yang memiliki motif dan model yang mengikuti trend desain masa kini yang banyak digemari oleh remaja putri dan wanita dewasa. Produk Tirah Sumulur menyediakan berbagai model gaun, piyama, dan gamis yang tersedia dalam berbagai pilihan motif.

Rencananya Tirah Sumulur akan menjadi sebuah usaha yang berjualan di marketplace shopee, namun pada prakteknya banyak juga produk Tirah Sumulur yang dijual secara offline yang telah ditawarkan kepada orang-orang terdekat dan beberapa orang mengambil produk untuk dijual kembali. Dalam pelaksanaannya, Tirah Sumulur mempunyai permasalahan bisnis yaitu rendahnya penjualan dan rendahnya kapasitas produksi. Permasalahan rendahnya penjualan terjadi karena Tirah Sumulur merupakan toko baru yang belum memiliki banyak pelanggan dan harus bersaing dengan banyak kompetitor pendahulunya. Permasalahan rendahnya kapasitas produksi terjadi karena rekan-rekan penjahit masih kurang dalam memaksimalkan proses produksi yang dibutuhkan oleh Tirah Sumulur.

Melalui kerangka konseptual dan metode penelitian yang telah dibuat, akan membantu Tirah Sumulur dalam menyelesaikan permasalahan bisnis dengan mencari tahu apa saja akar permasalahan yang dimiliki Tirah Sumulur. Untuk mengetahui akar permasalahannya, dilakukan metode bauran analisis bisnis dengan melakukan analisis eksternal dan internal untuk mengidentifikasi secara langsung permasalahan yang dimiliki Tirah Sumulur. Setelah itu dicari solusi bisnis yang dapat membantu menyelesaikan permasalahan tersebut, kemudian solusi bisnis tersebut akan diterapkan untuk menyelesaikan akar permasalahan guna menangani permasalahan bisnis yang terjadi. Beberapa aspek bisnis yang menjadi fokus utama Tirah Sumulur adalah menciptakan brand awareness sehingga masyarakat mulai mengenal produk yang dimiliki Tirah Sumulur. Kepercayaan produk pada masyarakat harus ditanamkan karena Tirah Sumulur merupakan seorang penjual pemula yang baru bergabung di marketplace Shopee. Loyalitas perlu dikembangkan untuk memastikan seluruh produk dan layanan yang diberikan maksimal agar mendapat feedback positif dari pelanggan. Dengan loyalitas tersebut, Tirah Sumulur pun berpeluang mendapatkan pelanggan tetap dan dapat mengembangkan usahanya hingga banyak reseller yang menyukai produk yang dimilikinya. Meningkatkan pengembangan kapasitas produksi dengan mencari beberapa vendor penjahit yang dapat diajak bekerja sama untuk memenuhi kebutuhan produksi.

ABSTRACT

“Tirah Sumulur” is a startup business that operates in the women's clothing retail sector which has motifs and models that follow current design trends which are popular with teenage girls and adult women. Tirah Sumulur products provide various models of dresses, pajamas and gamis, which are available in various motifs as optional options.

Tirah Sumulur is planned to become a business that sells in the Shopee marketplace, but in practice many Tirah Sumulur products are also sold in offline sales, which we offer to people closest to us, and several people take our products and then sell them again as resellers. In its implementation, Tirah Sumulur has a business issue of low sales and low production capacity. The low sales problem occurs because Tirah Sumulur is a new shop that doesn't have many customers and has to compete with many predecessor competitors. The problem of low production capacity occurs because fellow tailor vendors are still lacking in maximizing the production process required by Tirah Sumulur.

Through the conceptual framework and research methods that have been created, it will help Tirah Sumulur to resolve business issues by finding out what root factors of the problem Tirah Sumulur has. To get the root of the problem, the business analysis mix method is carried out by conducting external and internal analysis to directly identify the problems that Tirah Sumulur has. After that, look for a business solution that can help solve the problem, then the business solution will be implemented to resolve the root of the problem to handle the business issue that occurs. Several business aspects that are the main focus of Tirah Sumulur are creating brand awareness so that people start to get to know the products that Tirah Sumulur has. Product trust in the community must be instilled because Tirah Sumulur is a beginner seller who has just joined the Shopee marketplace. Loyalty needs to be developed to ensure that all products and services provided are maximal in order to get positive feedback from customers. With this loyalty, Tirah Sumulur also has the opportunity to get regular customers and can expand its business to many resellers who like the products it has. Increasing the development of production capacity by looking for several tailor vendors who can be collaborated with to meet production needs.

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