



**BUSINESS PLAN OF
LELAKI BARBERSHOP**

By

Said Fachri

015201000029

**This Business Plan presented to the
Faculty of Business President University
in partial fulfilment of the requirements for
Bachelor Degree in Business Major in Business Administration**

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**BUSINESS PLAN
ADVISER
RECOMMENDATION
LETTER**

This Business Plan entitled “**Lelaki Barbershop**” prepared and submitted by **Said Fachri** in partial fulfilment of the requirements for the degree of **Bachelor** in the Faculty of **Business** has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this business plan for Oral Defense.

Cikarang, Indonesia, March 24, 2014

Acknowledged by,

Recommended by,

A.B.M. WITONO, Ph. D
Head, Business Administration Study
Program

A.B.M. WITONO, Ph. D
Advisor

DECLARATION OF ORIGINALITY

I declare that this business Plan, entitled “**Lelaki Barbershop**” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, March 24, 2014

SaidFachri

PANEL OF EXAMINERS APPROVAL SHEET

The Panel of Examiners declare that Business Plan Entitled “LELAKI BARBERSHOP” that was submitted by Said Fachri majoring in Business Administration from the Faculty of Business was assessed and approved to have passed the Oral Examinations on March 24, 2014.

Farida K. Ganiarto, M.Si.
Chair - Panel of Examiners

Anthon S. Tondo, S.E., MBA
Examiner I

A.B.M. WITONO, Ph.D
Examiner II

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I would like to thank my Allah S.W.T for everyday in my life. It is such a blessing that I have done my Business Plan “Lelaki Barbershop” as my final project at President University. I also want to thank for:

1. My Parents for putting faith on me during my study and life at President University
2. My beloved Friends “Pepe, Ade, James Louis, Donvito, Ramzy, Davin, Edwin, Theo, Aldi, Madonna and Teuku Fachrol” who always love and supports me,
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5. And every other people who support me either directly or indirectly to finish this final project.

Hopefully, this final project could be realized in the future as a big scale of business and thus can be a reference for other students.

Cikarang, March 24, 2014

Said Fachri

EXECUTIVE SUMMARY

Lelaki Barbershop moved in the barbershop industry. Lelaki Barbershop offer barbershop services that appropriate and have a certain quality for men who maintain and take care of their appearance by giving an attractive barbershop experience, answer customers needs and wants, and also care about the society and the environment through sustainable business system.

Most of men usually maintain their hair model that suits their preference. To get a result that suits their preference, men usually use a media to communicate their style to their barber, for instance their own photograph, pictures, or magazines. However, sometimes the result doesn't meet their expectations. In this industry, Lelaki Barbershop faces a lot of competitors, both from the same geographic area and target market. Lelaki Barbershop generates revenues by delivering services to the customers. The services are hair cut, hair wash, creambath, beard shave, half body massage, and hair tonic.

Lelaki Barbershop must take concern to stakeholders that are related in this business. The stakeholders in this business are owners, employees, suppliers, customers, and competitors. Lelaki Barbershop will open on R.A Fadilah Street, Cijantung 3, East Jakarta.

In the future, Lelaki Barbershop will develop their business by increasing the number of new customers and employee. To achieve this goal, Lelaki Barbershop has designed new product and services, marketing, operational, human resources, and financial plan for next five years. Lelaki Barbershop will add some features, such as reflexology, sell snacks, soft drinks and pomade. Lelaki Barbershop also has plans to develop home-made products after the fifth year to get another revenue stream besides deliver services to the customers. The number of employee also will be increased; especially barbers and therapist. The capacity of the services must be improved in order to meet the customers demand.

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CHAPTER I

INTRODUCTORY PAGE

1.1 Business Purpose and Aims

Hair is an important part for everyone, no exception for men. Hygiene, tidiness, until the style of hair becomes the factors that can affect their self-confidence. One form of hair care routine is a haircut. From the research that has been done, in general men have hair that has become the model of choice, so that they maintain the haircut models. To maintain the haircut, men usually do a haircut once a month. In addition, the barbershop is also equipped with other treatments, such as hair wash, cream bath, shaving, and hair dye. To get this kind of this care service, men can visit several places with a variety of forms, such as; barbershop, salon, until middle-down class barbershop that can be found on the roadside. Each place offers services with different advantages. However, not a few complaints were obtained from the barbershop they visited. The complaint can be from barbershop services, the barbers, and the atmosphere of the place is less than satisfactory. In addition, the different style with customers want is became the bad factor of this business. Poor hygiene, long waiting times, and bad service from barber, also factors can make customer disappointment. From this case, it can be seen there is an opportunity to build a barber shop that can fulfill customer's desires (bplans, 2010)

1.2 Name and Address of Business

The barbershop name is “Lelaki Barbershop”. According to Indonesian dictionary, Lelaki means adult men. More in-depth definition is “a man who always keeping him

selves in order to others who see it can give the good and tidy impression (good looking)”. That is why Lelaki Barbershop expected to be a barbershop that always makes the customer satisfied, comfortable and can be an example or role model for others barbershops because good working from the barbers and in accordance with the hair style of customers want.



Figure 1.1: Lelaki Barbershop Logo

The figure above is the logo of Lelaki Barbershop. Management tries to make the logo of the barbershop as simple, yet as unique as possible. The colour just white and black looks like barbershops in the past, classic and simple. Lelaki Barbershop will make the classic view and mix with modern style. Hat, moustache and beard looks like rich man or middle up class people means this barbershop is “exclusive” place and the scissor is symbolize of the Barbershop.

Lelaki Barbershop will locate on R.A Fadhillah Street, Cijantung III, and east Jakarta.

1.3 Vision and Mission

1.3.1 Vision of Company

To be the best Barbershop that contributes the beauty of men hair cut

1.3.2 Mission of Company

1. Build the good system business with growing and sustainable.
2. Open branches inside and outside Indonesia.
3. Optimizing the advantages and benefits to all those who are included in the system.
4. Giving satisfaction to men who use the services of Lelaki Barbershop with comfort and attractive experience

1.4 Name and address of principal

Name of principal: Said Fachri

Address of Principal: President University

1.5 Nature of Business

Lelaki Barbershop run in the haircut industry and the category is business services. Lelaki Barbershop offer appropriate service and good quality for men who care for and maintain the appearance by presenting an attractive barbershop experience , answering the needs and desires of consumers , as well as care for the environment through sustainable business systems. Generally men prefer to maintain a hairstyle according to preference. To get results that correspond to the desired preference, men using communication media such as pictures of him, image, or magazines.

To develop this business, there are several parties involved. The related parties are owner, the owner of the place, workers, suppliers, customers, and competitors.

1.6 Statement of financing needed

Lelaki Barbershop's finance will be governed by the owner and the source of money comes from private money Lelaki Barbershop's owner.

1.7 Statement of confidentiality report

Information, data and drawings embodied in this business plan are strictly confidential and not disclosed to third parties without the prior written consent of Said Fachri.

CHAPTER II

INDUSTRY ANALYSIS

2.1 Company Objective and Target

2.1.1 Objective

Referring to the mission that has been described, which is to create a business with sustainable and growth system, Lelaki Barbershop has the goal of developing a good barbershop business management system and focused on customer satisfaction, so in the five years period will be able to become a good barbershop business with effective and efficient business system, and provide high quality barbershop service.

2.1.2 Target

Lelaki Barbershop's target refers from one of the company's mission there is providing optimal advantages and benefits for all parties concerned. From this mission, the annual target's company is net gain of 25 %. This goal can be achieved by providing a good quality of haircut and supported an affordable price, and develop professional human resources to serve customers better.

2.2 Analysis of Market opportunities

2.2.1 Customer Analysis

The purpose of this analysis is to find out what the customer needs and to determine the specific type of customers who will be served by a company. Lelaki Barbershop has conducted research to know about it. The research method conducted by observation, in-

depth interviews and surveys. To find out if there is an unmet customer needs, Lelaki Barbershop using theory *The Customer Decision Process framework* to know what customers need is. There are three phases which *pre-purchase, purchase, and post purchase*. In the *pre-purchase's* phase have *problem recognition, information gathering, and evaluation*. Customers step in *recognition problem's* phase when they recognize the need to cut their hair. *Information gathering* when customers start looking where a suitable place for him hairdresser. The customer step in evaluation phase when price, quality, availability, and needs are match. In purchase phase, the customers have already visited to the barbershop and doing services at the barbershop. When the customers satisfy, actually they stay in post purchase phase and they can evaluate the barbershop. If customers are satisfied because their needs are met, and then the customers will be loyal customers so that they stay in buy-backs phase (repeat purchase).

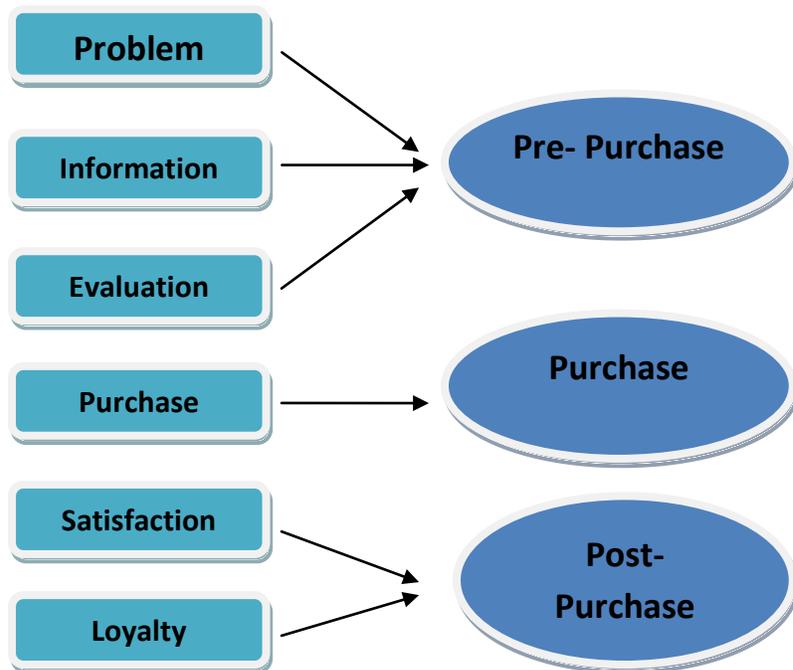


Figure 2.1: *The Customer Decision Process framework*

From the three phases, Lelaki Barbershop see in the third phase, there is the *post purchase* phase to find out if there uncompleted customer need and why. Therefore when doing research, Lelaki Barbershop asking "Are you satisfied with the services in the barbershop where you visited? And why?" Of the few respondents who answered satisfied, because the price is cheap, satisfactory haircut and good services. While the answers of customers who are not satisfied, Lelaki Barbershop see that the presence of factors such as the price does not match the service, wrong haircut, and price increasingly expensive. From this research, Lelaki Barbershop seen any unfulfilled needs of customers from the barbershop visited by respondents. As for knowing the type of customer's needs who will be served by Lelaki Barbershop, Lelaki Barbershop has to segment the market.

Table 2.1: Market Segmentation of Lelaki Barbershop

Geographic	Area: Jalan R.A Fadilah, Cijantung III, East Jakarta
Demographic	<p>Age :13-18 years old,19-22 years old, >23 years old</p> <p>Gender : man</p> <p>Occupation: student, employee, army, entrepreneur</p> <p>Monthly expenses: >Rp 1.000.000</p>
Psychographic	<p>Lifestyle : concerned with hairstyle, choose a barbershop near from home, choosing a cozy barbershop, updates to the haircut</p> <p>Personality: love to socialize, masculine, clean-shaven (tidy and clean)</p>

Behaviors	<p>The attitude in choosing a service:</p> <p>-economic : concerned with quality and low price</p> <p>-Functionality : want a good quality of service, concerned with the results of the haircut effect on the appearance</p>
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2.2.2 Competitor Analysis

Lelaki Barbershop used the basic theory of *Competitive Profile Matrix (CPM)* which presented by Fred R. David in his book *Strategic Management* (2009) to analyze the competitors of Lelaki Barbershop. CPM can identify the strengths and weaknesses of competitors to determine the strategic position of the company. Which became a major issue in making the CPM is internal and external factors that assessment draws on the strengths and weaknesses of each company. For that, Lelaki Barbershop needs to know the key success factors of any competitors. There are five key success factors of a barbershop, which are; *location, environment, comfortable, reputation, and advertising*. Lelaki Barbershop's competitors are divided into two types, based on the location of competitor's geographical location and social status target market. Geographic Competitor's based on the distance of Lelaki Barbershop and competitor's social status is based on the target market of the barbershops.

2.2.2.1 Competitors based on geographical location

Based on geographical location, Lelaki Barbershop competitors are Pangkas Rambut Andi and Pangkas Trendy. The competitors are 500 meters and 1 mile from Lelaki Barbershop.

There is a table of the strengths and weaknesses of each competitor:

Table 2.2: strengths and weaknesses the competitors based on geographic location

Name of Competitor(s)	Feature(s)	Strength(s)	Weakness
Pangkas Rambut Andi	-Economic value -Functional value	-the price is cheaper than Pangkas Trendy - An old player in a barbershops' business located at Jalan R.A Fadilah,Cijantung III	- Lack of communication between customers and barber - A small parking area - Less attention to customer comforts - The lack of promo offered
Pangkas Trendy	-functional value	- Large parking area - An old player in a barbershops' business located at Jalan R.A Fadilah,Cijantung III	- Less attention customer's comfortable needs - The lack of promo offered - Less prestige than Pangkas Rambut Andi -the price is more expensive than Pangkas Rambut Andi

To know deeper the valuation of each competitors, Lelaki Barbershop did more analyze using *competitive profile matrix*.

Table 2.3 : *Competitive profile matrix* competitors based on geographic location.

Rating scale: 1-4 (4 main strength; 3 minor strength; 2 minor weakness; 1 main weakness)

Key success factors	weight	Rate of Pangkas Rambut Andi	Score of Pangkas Rambut Andi	Rate of Pangkas Trendy	Score of Pangkas Trendy
Location	0,4	4	1,6	4	1,6
Environment	0,15	3	0,45	2	0,3
Comfortable	0,2	2	0,4	2	0,4
Reputation	0,1	3	0,3	2	0,2
Advertisement	0,15	1	0,15	2	0,3
Total Weighted	1,0		2,9		2,8

2.2.2.2 Competitors based on the target market

Next competitor analysis in view of the social status of the target by another barbershop, but in Jalan R.A Fadilah and Cijantung area there is no Barbershop with same social status target market. The social status target of Lelaki Barbershop targeting for men who care about the appearance and care to their body and have *upper middle-income*. While all competitors around Lelaki Barbershop only have few executive class customers and it can be judged from the uncomfortable of the place which are indicated. So, total weight of *competitive profile matrix* competitor based on social status target market is zero (0).

2.2.3 Company Analysis

In analyzing the company, Lelaki Barbershop still use the theory *competitive profile matrix* (CPM) as used to analyze the competitors. Lelaki Barbershop's score will be compared with the score of competitors to know the position of Lelaki Barbershop among its competitors. After knowing and give a score of each competitor in previous section, then conducted the analysis of the Lelaki Barbershop. There is an analysis of Lelaki Barbershop.

Table 2.4: Strengths and Weaknesses of Lelaki Barbershop

Name	Feature(s)	Strengths(s)	Weakness(es)
Lelaki Barbershop	-Economic Value -Functional Value	-Reasonable price for executive barbershop class -offering attractive promotion -Large parking area - Strategic location because it is close to the housing, base of soldiers, and schools.	New player in Barbershop's industry

Table 2.5: *Competitive Profile Matrix* of Lelaki Barbershop

Key success factors	Weight	Rate of Lelaki Barbershop	Score of Lelaki Barbershop
Location	0,4	4	1,6
Environment	0,15	3	0,45
Comfortable	0,2	4	0,8
Reputation	0,1	1	0,1
Advertisement	0,15	3	0,45
Total Weighted	1,0		3,4

From the result assessment of Lelaki Barbershop above, can be ranked by the total value obtained to compare the position of each barbershop. Rating will be divided according to the division of competitors category, there are *geographical* and *class target*.

2.2.3.1 Lelaki Barbershop Versus Competitors based on geographical

Table 2.6: Ratings of *competitive profile matrix* based on geographical

Ratings	Barbershop	Score
1	Lelaki Barbershop	3,4
2	Pangkas Rambut Andi	2,9
3	Pangkas Trendy	2,8

Compared with competitors who are to Lelaki Barbershop, Lelaki Barbershop the the highest ratings. The highest valuation is the comfort abilities factor of Lelaki

Barbershop and it will be focusing on comfort abilities because the competitors have no comfortable place. In addition, advertisement activities that are plan from Lelaki Barbershop are better with the competitor. Another factor to be superior competitors in this category compared with Lelaki Barbershop is reputation factor because the competitors are old player in this business

2.2.3.2 Lelaki Barbershop versus Competitors based on *target market*

Table 2.7: Ratings of *competitive profile matrix* based on *target market*

Ratings	Barbershop	Score
1	Lelaki Barbershop	3,4
-	-	0
-	-	0

Location and comfortable are factors to make Lelaki Barbershop better than competitors and because the competitors have no this factors, Lelaki Barbershop will be the first good barbershop on Jalan R.A Fadilah with the *middle and upper-income men*.

2.2.4 Technology Analysis

Technology can be defined as the making or use of an instrument or techniques used to solve the problem of Lelaki Barbershop using simple technology to help solve the problems communications which arise between the customer and the barber which lead to customer dissatisfaction to the barbershop. The technology media will use "hairstyle model album" to translate the term used and understood by the barber to customers to make the communication that occurs between the customers and barber.



Figure 2.2: “Haircut Model Album
(hairfashion.biz/haircut)

Application of these media can be implemented with some stages: collecting data, consultation and implementation. In first phase, data will collect from sites, magazines, and the other social media which have a sample of hairstyle models and know the name of the style. In the second phase do consultation with the barbers to fix this name and menu of hairstyle models. In the final phase, the purpose in conducting barber’s training, the barbers use a picture as a media that minimize customer dissatisfaction.

2.2.5 Industry Analysis

To analyze the barbershops’ industry, Lelaki Barbershop used *Porters’ Five Forces* analysis.

Five Forces Analysis has been widely used to analyze how to existing conditions in an

industry, has been from threats to the existence of new players, how the power of suppliers and buyers, the existence of substitute goods or services, and also the level of competition between the competitors.

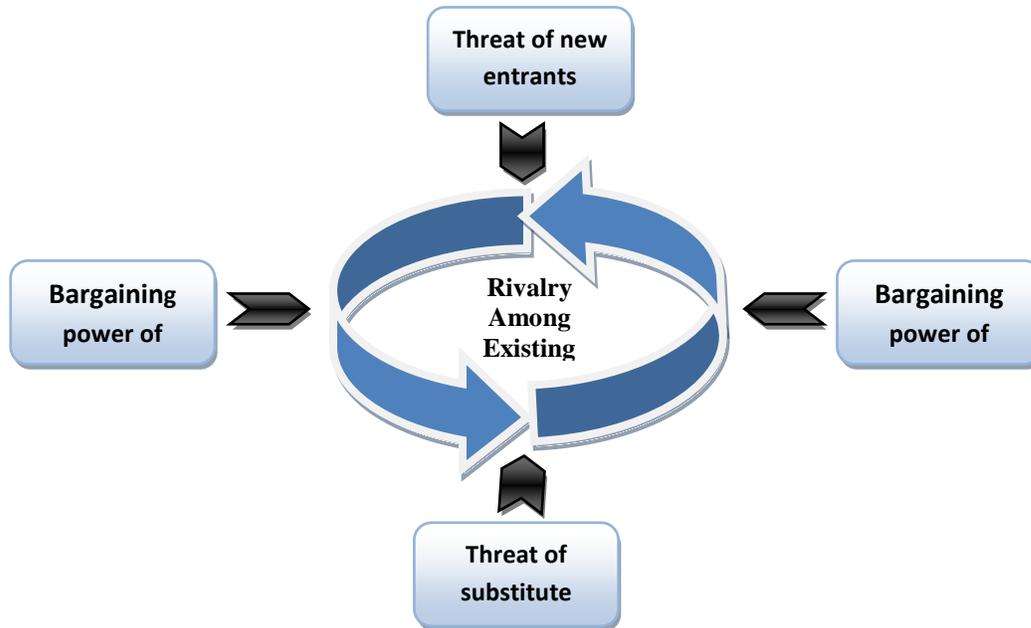


Figure 2.3: *Porters' Five Competitive Forces* (1980)

2.2.5.1 Threat of new entrants

Barrier to entry in the barbershop business can be considered very weak because this business is easy to learn and it is not too complex. Some factors that consider for new players to enter into this industry are:

- Treatment as a routine haircut is a necessity for all people, not even for men. If once he had found the most suitable place for do hair cut, they can go again and will be regular customers.
- The capital is depending on the owner. If he/she wants to make an exclusive barbershop place, it needs a big some of money.

- New players can easily get a channel distribution for this business operation, because the supplier in this industry are not specifically segmented and have fairly easy access to obtain.

2.2.5.2 Power of supplier

The strength of suppliers in the barbershop industry is very large. For example, tools supplier does not depend on the barbershop business, but also help to serve other businesses, such as salon, spa, to households. In addition, supplies for employees do not depend on barbershop business, but it also can supply the medium-low class barbershop or hair salon. However, the supplier for this business can be quite a lot, so the barbershop businesses have alternative suppliers so as not to rely on one supplier.

2.2.5.3 Power of buyer

The powers of customers in this industry are very large. The service given in this industry does not have much difference among the services provided by the others barbershop. This causes the customer can easily choose where the treatment, depends on their preference.

2.2.5.4 Threat of substitute products or services

Substitution in the barbershop industry is strong enough. The substitution of the barbershop is a salon. Based on the result of the interview, a lot of men who chose the salon as a place for treatment. This is due to the variety of services offered by salon. Many alternatives service because the target customer of salon are women who different kinds of treatments care. The price offered by salon also more varied, but generally more expensive than the price of the services of a barbershop.

2.2.5.5 Rivalry among existing competitors

Most of the barbershop industry players take the different markets, so that no one specific company that dominates as a large player. Barbershop industry in generally sell the same or similar services, so that the behaviour of the players in it also could be similar. Therefore it can be said the rivalry among competitors in these industries is high because each of the players in it are competing to take the market.

2.2.5.6 Conclusion of Five Forces analysis

Based on the results of the Five Forces analysis has been done above, we can conclude that the industry is quite interesting to run. Maintenance haircut is a routine requirement to all people, including men.

To enter into this industry, there is something which needs to be observed specifically in terms of capital. The capital required to get into this industry relies heavily on the desired shape and capacity, so it depends on the ability and willingness of potential developer. Access to suppliers in this industry is not difficult, because of the tools, equipments, and labour are also quite abundant. Loyalties are very dependent on the shape of a match customer preference. Based on the results of research that has been done by Lelaki Barbershop previously, it principal to enter into this industry services provided must be in accordance with the customer's preferences. The preferences include the location, the expertise of human resources in understanding the desired hairstyle, and the comfort of the place.

2.3 Key Success Factors Business

Based on survey that has been done before, Lelaki Barbershop get factors associated with the level of satisfaction customers. These factors will affect the Lelaki Barbershop's success. These factors are:

1. Price
2. Service
3. Haircut result
4. Speed process of haircut
5. Facilities
6. Hygiene
7. Friendliness
8. Comfortt

Table 2.8: SWOT Analysis of Lelaki Barbershop

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Have the strategic location; which is located on a side of the road and located near the Indonesian army base, SMP 102 and SMA 39 Jakarta. 2. Have a concept of "Menu Image" that helps consumers to minimize the wrong hair cut and give the choice of hair styles. 3. Give the attractive experience for consumers to complement the quality of services provided. 4. Innovations on the marketing concept to get a loyal customer. 	<ol style="list-style-type: none"> 1. Still a new business, so the brand awareness or knowledge of the Lelaki Barbershop's market still low. 2. Lack of experience and knowledge about a barbershop business, because Lelaki Barbershop is new business in this field. 3. No loyal customer to re-purchase on Lelaki Barbershop. 4. Don't have a strong channel of suppliers, barber, and barbershop's equipment.
Opportunities	Threats
<ol style="list-style-type: none"> 1. There is no barbershop that offers complete services around the location Lelaki Barbershop. 2. There is no good integrated marketing by competitors. 3. There is no customer satisfaction based on research that has been conducted, such as the wrong haircut, less comfortable place, and not fast service. 4. Upper middle class looking for a good barbershop with better service quality. 5. Barbershop business has the opportunity to be able to survive in a fairly long period of time though the change in the conditions surrounding. 	<ol style="list-style-type: none"> 1. There is a barbershop offering cheaper prices around Lelaki Barbershop. 2. Competitors have loyal customers. 3. The possibility of another new barbershop that offers a similar concept with Lelaki Barbershop.

From the SWOT Matrix above, Lelaki Barbershop can find out 13 alternative strategies that can be used, there are:

1. maximize the haircut model album to minimize errors,
2. presents the haircut model album of complementary services to customers,
3. presenting services in accordance with customer wishes,
4. presents quality service consistently,
5. conduct marketing programs that focus on increasing customer loyalty,
6. marketing activities that focus on the quality and availability of services in Lelaki Barbershop,
7. bring quality services at affordable prices,
8. develop Haircut model album in a sustainable,
9. strengthen promotional activities to acquire new customers,

CHAPTER III

DESCRIPTION OF VENTURE

3.1 Services

Lelaki Barbershop provides barbershop services and quality appropriate to men who care for and maintain the appearance by presenting an attractive barbershop experience, answering the needs and desires of consumers, and through a system of sustainable business. Lelaki Barbershop services provide:

Table 3.1: Services offer by Lelaki Barbershop.

NO	Service
1	Adult hair cut
2	Bald
3	Shaving
4	Hair wash
5	Hair tonic
6	Cream bath
7	Half-body massage
8	Kids hair cut

1. Haircut offered by Lelaki Barbershop actually is similar with the other barbershops' hair cut. However, there are some differentiations between Lelaki Barbershop with the other competitors. Lelaki Barbershop will give experience with attractive barbershop and will offer the hairstyle model album to customer. The definition of an attractive

barbershop experience is every customer who cut hair in the Lelaki Barbershop will get a head massage about 3 minutes to reduce the strain on the head, neck , and shoulders. After that, the customer will get the hot towel to refresh function. Hairstyle model albums' function is services that work for tools of communication between the customer and barber to minimize error pruning by the barber. Kid's haircut only for children under five year's old and bald haircut is a haircut that does not leave hair on the heads of customers requiring very high accuracy by the barber.

2. Shaving on Lelaki Barbershop only use one razor for one person because Lelaki Barbershop has prioritize hygiene of the tools used.

3. Hair wash at Lelaki Barbershop besides using shampoo, customers will be offered using the conditioner that serves as a hair moisturizer and free. Water is used there are two options of cold water or warm water. Customers will also offer to get the dye hair with a hair dryer or just with towels and no extra charge.

4. Half-body massage is given approximately 15 minutes starting from the head, neck, shoulder, hand to customers. Massage oil used has a menthol scent and green tea that serves as a relaxation.

5. Hair tonic works to strengthen hair roots and refreshing. Aroma is the scent of apples offered. Usually given after the haircut and how the application is to be sprayed and massaged into the scalp slowly with fingers.

3.2 Size of Business

Lelaki Barbershop is a business with capital amount of (more or less) IDR 130,000,000.

3.3 Attribute

3.3.1 Aesthetic Sensory

3.3.1.1 Room

1. Waiting room, there are:

- Sofa with a capacity for four people made of suede leather,
- a single table contained magazines and newspapers at the bottom of the table,
- some jars to put some candy that can be consumed by customers while waiting in the waiting room,
- dispenser for drinking water for customers, and
- a television equipped with a DVD player.

2. Room barbershop, there are:

- Long barbershop table,
- three chairs barbershop,
- three lamps hanging above each table,
- hairstyle models albums in each table,
- cupboard that contain barbershop equipment,
- broom and dustpan,
- patterned wood floors,
- some decorations on the walls,
- two air conditioners, and
- one hairwash tofel.

3. Bathrooms are;

- One piece toilet seat,
- perfume and camper to maintain the cleanliness of the toilet,

- ventilation fan serves to prevent moisture, and
- The door is made from plastic/fiber material.

3.3.1.2 Human Resources

1. Barber:

- Both of Barbers wearing a black apron with Lelaki Barbershop's logo at right chest.
- Maintain cleanliness with no smoking and always wash hands before serving customers, and
- Use pants.

2. Cashier:

- Using a special uniform, and
- Look tidy and friendly.

3. Equipment used at each table, there are;

- Clipper is always cleaned after use and routinely given the oil, and replaced the blade when it is blunt,
- hair scissors are always cleaned after use,
- disposable razor for shaving blades,
- one towel for one customer and washed after every use to keep it hygienic and fragrant,
- A black barbershops' kip
- Brushes are cleaned after use
- Combs made from plastics that are used are always cleaned after use.

3.3.2 Perception

3.3.2.1 Room

Perception that will be obtained from the reception area is as follows.

- A sofa with a capacity for four people made from suede skin, light brown and soft when occupied. This sofa will be in the waiting room so that customers still feel relaxed and there are two small pillows too. In addition, the sofa will also give the impression of being in the home because of the form, colour, and placement is good.
- A table, there are magazines and newspapers at the bottom of the table. The selection of the magazine will also be considered, that there will be a magazine in the waiting room with a choice of topics. In the waiting room will be provided the magazine for women who wait in Lelaki Barbershop.
- Lelaki Barbershop using a filtration tool for drinking water with the aim of saving water and electricity costs.
- There is a 19 inches television equipped with a DVD player for entertainment while customers waiting.

Perception that will be got from Barbershops' room is as follows.

- The seats are comfortable Barbershop made of strong stainless steel and has a manual hydraulic pump. Barbershop table made of dark brown colour wood with a design that makes it easy to pick up the tools.
- The light hanging above each table which gives the impression of calm and elegance at the same time. So that people will feel calm and relaxed when doing hair cut.
- "Hairstyle album models" in each table that could make it easy for customers to choose what haircut they want. This menu will not be complicated, from the entry screen and the image information is in it.

- wood floors give the impression of elegance to the customer
- There are a few paintings on the side of Lelaki Barbershop's wall.
- Two pieces of air-conditioning temperature is adjusted to the weather conditions. When it's raining, then the temperature will increased so that the temperature is not too cold. If during the day the temperature will be lowered so as not too hot, then with it can create the convenience for Lelaki Barbershop's customers.

Perception that will get from the bathroom in Lelaki Barbershop:

- The toilet seat is comfortable white gives a clean impression.
- Sprinkler located next to the toilet seat.
- The cream Porcelain bathroom, because walls and floors are cream colour.
- Always use the bathroom freshener to keep clean aroma of the bathroom.
- The ventilation fan to keep bathroom freshness that is not too damp and hot.

3.3.2.2 Business Process

Perception that will be obtained from the service in Lelaki Barbershop is friendly. Barber serving customers with a smile to feel comfortable when doing haircut on the Lelaki Barbershop. In addition, customers will be served with drinks at the time of service at Lelaki Barbershop. Haircut process will give a perception of comfortable for the customer. Hair cutting process is accompanied by a head massage and hot towels to make customers relaxed. Barber will be active communicate when customers served. This is accomplished to strengthen the relationship with customers and avoid mistakes in the barbershop.

3.3.2.3 Human resources

Perception that will be obtained by the customer against Lelaki Barbershop's barber is as follows.

- Using a uniform short-sleeved black apron with a logo on the right side create an impression of a neat and professional.
- Barber knows the right moment to invite conversation with the customer. If the customers ask something, the barber must responsive with customers. However, when customers tend to be quiet, the barber should also silent.

Perception that will be obtained by the customer to cashier is as follows.

- Open the door when the customers come in and also when customers leave Lelaki Barbershop.
- Say hello to the customers when the customer enters into Lelaki Barbershop and offer services that are available.
- Must explaint in detail about the service and the price to the customer when customers pay so as to give the impression of a transparent and open.
- Informative towards there being a promo on Lelaki Barbershop and always say thank you to customers who want to leave Lelaki Barbershop.

The perceived customer equipment from the equipment used by Lelaki Barbershop is as follows.

- The tools are always cleaned routinely after use in order to be clean.
- Location of equipment is always well put out for each piece of equipment has its place. Variety of scissors, comb, brush, and clipper placed in the drawer to be more organized and make it easier barber at the time of service. While supporting equipment such as massage oil, wipes, shaving purposes put on the table.

3.4 Background of Entrepreneur

The entrepreneur of the venture took Bachelor Degree of Business Administration in President University from 2010-2014 also doing the culinary business located at Resto Plaza Citywalk, Jababeka. The name of Restaurant is 'SabeePort' running from December 27th,2012.The entrepreneur is a new player in business, so learning by doing business is good way to get experiences and good in business.

CHAPTER IV

OPERATIONAL PLAN

4.1 Purpose of Operations

The purpose of the operational Lelaki Barbershop's strategy is to become a barbershop which presenting an attractive experience, answering the needs and consumer desires, and establish sustainable business systems. Lelaki Barbershop wants to provide optimum benefits for all parties concerned.

4.2 SIPOC's Diagram

SIPOC's diagram (Supplier, Input, Process, Output, and Customer) is a diagram that gives an overview of what factors are included in a business process. Through SIPOC diagrams, Lelaki Barbershop can see how suppliers provide supplies that are processed to be service of the customers.

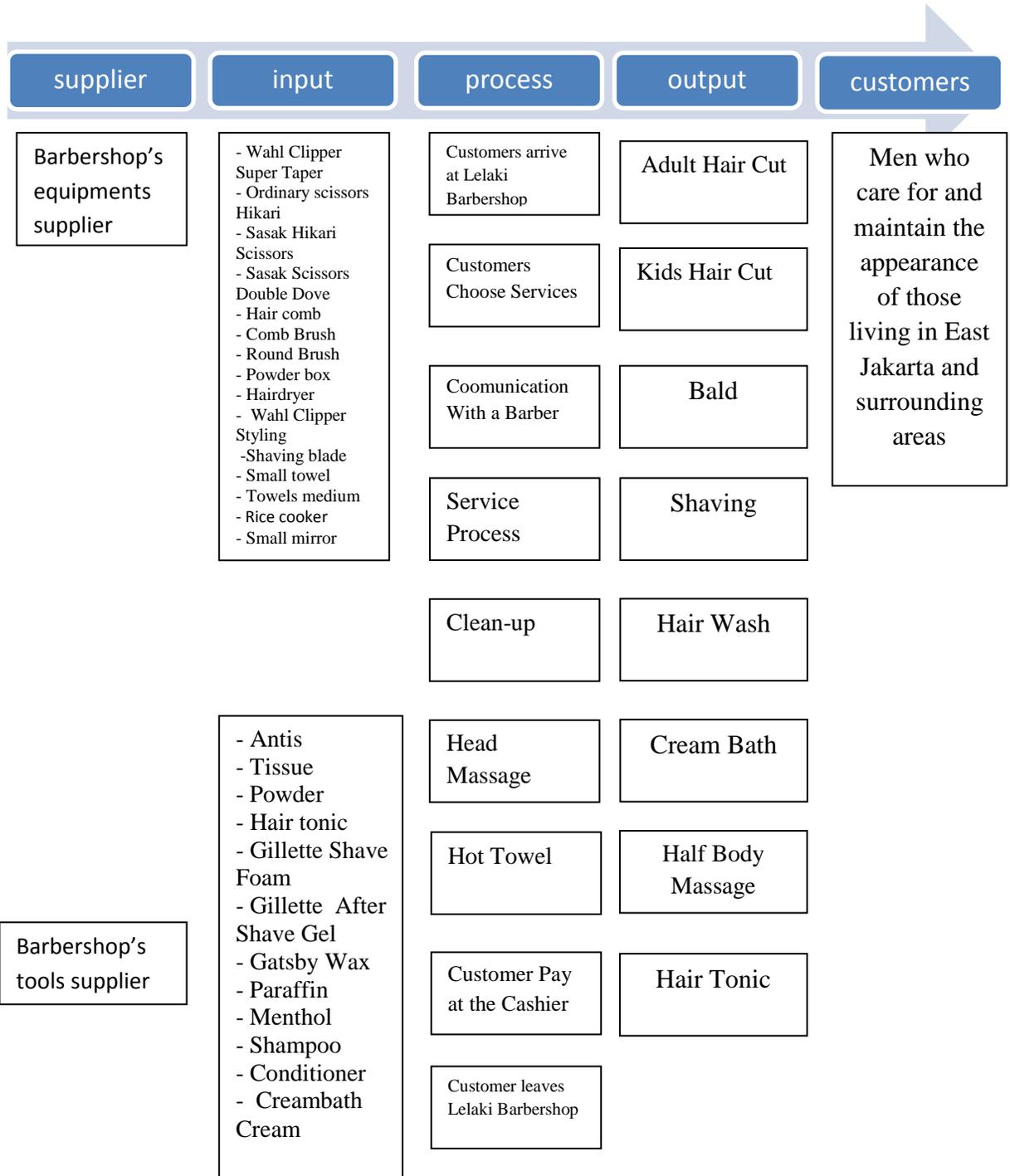


Figure 3.1: SIPOC Diagram Lelaki Barbershop

4.2.1 Barbershop's tools suppliers

As a service business, Lelaki Barbershop needs equipment to run its activities.

Equipment used includes clipper, regular scissors, sasak scissors, comb, hair dryer, shaving blades, and towels. Lelaki Barbershop chooses Pasar Baru as a place to purchase inputs required for a central sales tools barbershop and salon that has a lot of choices with low prices. Besides Pasar Baru, Carrefour is also a choice to purchase the equipments that is not contained in Pasar Baru like a thermos and rice cooker.

In choosing the tools to use, Lelaki Barbershop always trying to compare prices and quality between one stores with another stores to get the best tools at the lowest prices.

Additionally, Lelaki Barbershop getting guidance from one of the barber in the selection of the tools that are used to purchase appropriate and quality. Tools are the essential elements in Lelaki Barbershop is clipper, scissors, and knives shave therefore this equipment must have a good quality. To clipper, Lelaki Barbershop choose to use a Wahl brand because the brand is already known as a clipper that has a high precision, powerful, and has been generally used in the barbershop business. Scissors are used in a barbershop business varies depending on its function. There are regular scissors used to cut hair in general and are used to attenuate is sasak scissors. For the selection of scissors, scissors will use by Lelaki Barbershop is Hikari brand. The last tool and important is the knife used to clean the leftover hair in the beard, the neck, the back hair, and to shave a beard or moustache. Lelaki Barbershop use a razor blade to shave that can be recharged and can be discarded. the brand used is Astra, this is output product of the Gillette razor. This razor has a good quality and has an affordable price. Usage Astra's blade shave is important because it is cleaner and safer because each blade is only used for one customer only. For other equipment such as a towel, brush, or comb, Lelaki Barbershop choose equipment that does not have a brand because that is cheaper and has a good quality so that it can be used optimally.(salonandbarbershop.wordpress.c)

4.2.2 Barbershop's equipments Supplier

In buying equipments are using daily, Lelaki Barbershop chooses Pasar Baru and Carrefour as a place to buy, because these two places are central to the barbershop and salon equipment with affordable prices. For massage oils, specifically obtained from the chemical store. Just like looking for equipment, Lelaki Barbershop always compares the prices between the two places to get the cheapest price. Equipment used includes shaving foam, aftershave gel, razors, powder, styling wax, massage oils, shampoos, and cream bath's cream. Lelaki Barbershop choose to use the Gillete product for Gillette shaving foam and aftershave gel because Gillette brand has a good quality, well known in general, and it is regular used in a barbershop business.

For the razor, Lelaki Barbershop use Astra brand's razor. According to some barbers, Astra's razor has a more affordable price compared with Gillette razor blades but still have the same quality. Lelaki Barbershop's styling wax is Gatsby's brand for normal hair type. At the end of each service barbershop always finishing with the head and back massage for customers relaxation. The head and back massage using massage oils specifically formulated. The content of the massage oil is paraffin, menthol, and with aroma of green tea.

For supplies such as shampoos, conditioners, hair tonics, and creambath creams, Lelaki Barbershop buy supplies unbranded but still choose the product that is commensurate with the quality. In the future, Lelaki Barbershop hopes to switch on equipment that already has a name and a better quality. (alatnbahansalon.blogspot.com)

4.2.3 Barbershop chairs Suppliers

The chair is one of difference aspect between a barbershop, ordinary haircut, and salon. A barbershop chair is generally high, hydraulic, and can be laid. This chair is certainly different from the ordinary haircut chairs and salon which just static only. Lelaki Barbershop will get a seat on one of the online selling sites.

Type the chair to be used by Lelaki Barbershop is HY31307. This chair has a frame which strong enough, hydraulic manually, and can be laid. Chairs with specs like this already standards barbershop and have a good quality. (kursibarbershop.com)

4.2.4 Looking for Barbers

Barbers which works at a barbershop in general comes from Garut or Tasikmalaya. Lelaki Barbershop will get both of barbers through advertisements containing 'Open Recruitments' through social media and electronic.

4.2.5 Process

Things that will happen when the process lasted are waiting time. Waiting time for customers, Lelaki Barbershop prepared several ways to deal with it. In order for the reservation process can be taken quickly, the cashier must first prepare the tools needed in the counter as stationery and guest book so that when there is a reservation can be recorded more quickly. In the face of consumers who were waiting before the service, the cashier can offer drinks and snacks to customers while waiting. In addition, customers are welcome to read magazines provided and also be able to watch television, so are comfortable and not bored.

4.2.6 Output

A description of the output or service offered by Lelaki Barbershop already described in chapter 3

4.2.7 Customer

Target customers for Lelaki Barbershop are men who care for and maintain the appearance without limiting the difference in age. Customers Lelaki Barbershop has been described in detail in the marketing of Lelaki Barbershop.

CHAPTER V

MARKETING PLAN

5.1 Product

Total products offered to meet the needs and wants of the target customers of a company called line of products. Some of the product line owned by a company and it called width of products while total categories in each line of products which same it is called length of products. Therefore, Lelaki Barbershop has six width of products and three lengths of products of barbershop services. Here is a diagram of the line of products offered.

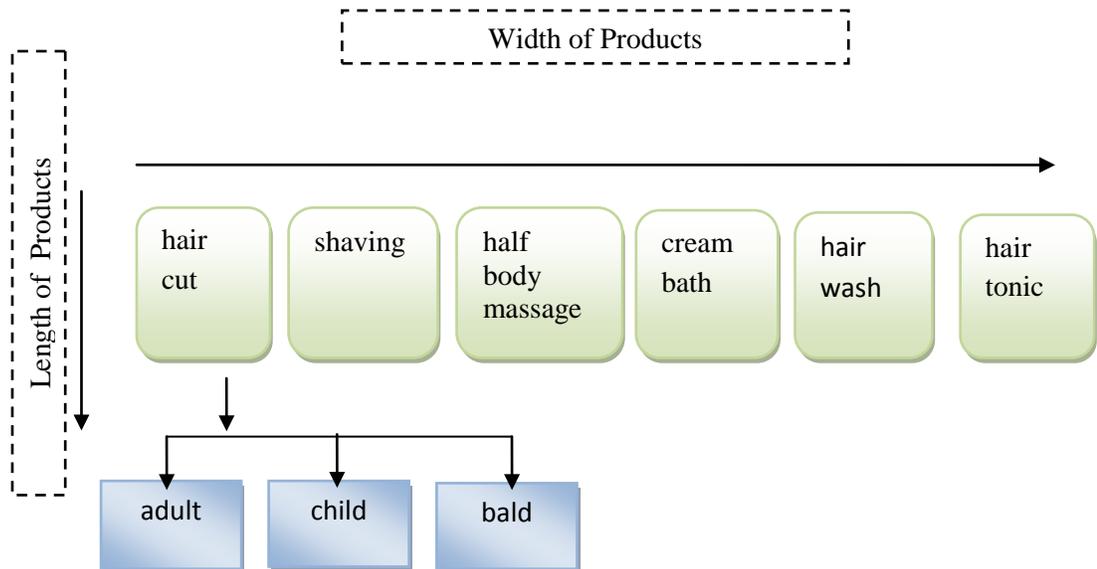


Figure 4.1: Line of Product's Lelaki Barbershop

Descriptions of the services already described in chapter 3 about service's offer by Lelaki Barbershop.

From the products was offered, Lelaki Barbershop should be able to package some elements so that the customer feel that Lelaki Barbershop's brand enough good quality. Customers will view the brand as an important part of a product and services. Brand also able to add value of products and services offered. Therefore, branding is an important issue in a product.

5.2 Price

in determining the selling price, Lelaki Barbershop using market oriented pricing strategy. Lelaki Barbershop determine the price of any products and services offered in accordance with the analysis and research that has been done by performing a comparison against competitors both in terms of target market and quality offered. It was done by Lelaki Barbershop, given from each barbershop, already has the market and customers. While Lelaki Barbershop a new actor in this industry therefore to be able to get customers, Lelaki Barbershop should be able to adjust the selling price has been established in this industry before.

In addition, Lelaki Barbershop also compare the prices of competitors who are in the area around Lelaki Barbershop, nobody gives a haircut prices of Rp 20,000 with a good quality. For Pangkas Rambut Andi and Trendy, competitors located nearby each is approximately 50 meters and 100 meters with Lelaki Barbershop, has a selling price of Rp 12,000 with an uncomfortable place and has a middle-upper's target market. Therefore, Lelaki Barbershop takes price 20,000 for a haircut because Lelaki Barbershop compared the prices with other barbershop's prices in Jakarta and has a price of 25,000 with the same target market and comfort enough.

Lelaki Barbershop take a medium price to the middle and upper with other barbershops which has same target market with a comfortable place and see an opportunity to play with the price and provide better comfort than the two competitors. The price will offer by Lelaki Barbershop based on the selling price of other exclusive barbershop, but still take a medium price.

Table 5.1: Lelaki Barbershop’s price list

No	Service	Price
1	adult hair cut	Rp 20.000
2	kids hair cut	Rp 15.000
3	bald	Rp 23.000
4	shaving	Rp 10.000
5	hair wash	Rp 10.000
6	cream bath	Rp 10.000
7	half-body massage	Rp 15.000
8	hair tonic	Rp 10.000

5.3 Place

Lelaki Barbershop will be located on R.A Fadilah street,Cijantung III, East Jakarta. The reason’s Lelaki Barbershop chose this location because according to the results of research that has been done before, man usually cut hair in the barbershop or salon that is located near their residence. Therefore, Lelaki Barbershop choose a location that is in the RA Fadilah Street, Yonkaf 7, Cijantung III because along the way there has been no comfortable barbershop. Cijantung also has a place for the Army and this area is the base of Indonesian army office and area for Special Forces training of Commandos. Cijantung has dormitory for the army and some of them have a private house there. Almost all of people who staying in Cijantung are Army’s family and some of them are

ordinary civilians. Besides that, Cijantung have some several units of battalion such as: Infanteri, Batalion Yonkaf I, Yon 7, Brigif Linud, BRIMOB, KOPASSUS and PASPAMPRES.

One of requirements for Army is good looking. Good looking means care with himself and off course always keep his hair always short and they must go to Barbershop once a month.

Not only Army base, there are a lot of schools, such as SMP 102 and SMA 39 Jakarta in Cijantung 3. R.A Fadilah Street is the alternative way from Cijantung to Depok, which this street is always full of people passed by and surrounded by some modern markets.

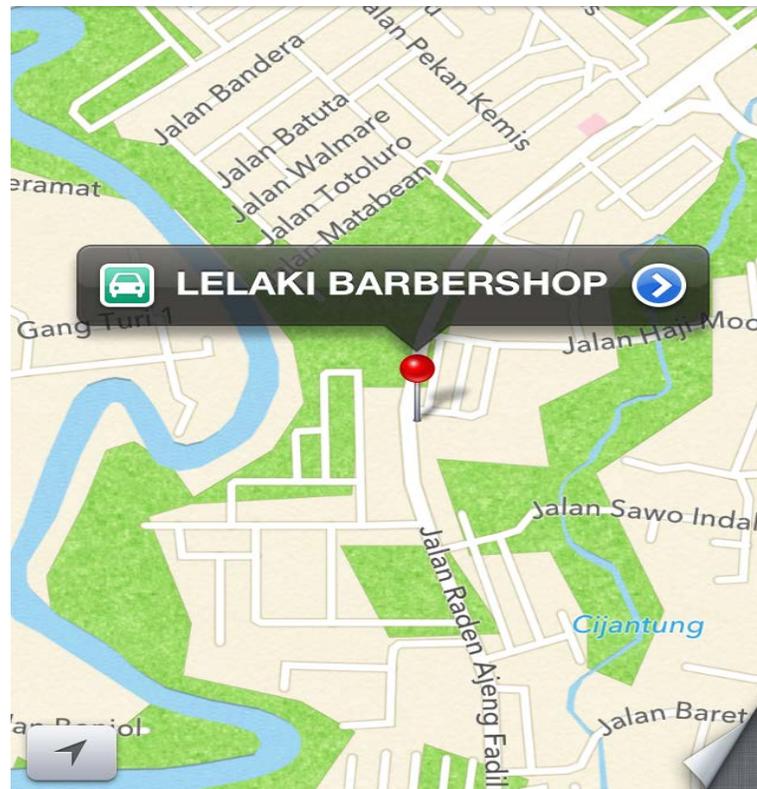


Figure 5.1: maps Location of Lelaki Barbershop

5.4 Promotion

One of factors in Marketing Mix is promotion. To communicate product value Lelaki Barbershop, then made an effective promotional strategy to achieve marketing goals that have been described previously. Lelaki Barbershop will use four aspects such as advertising, sales promotion, public relations, and direct and online marketing to provide appropriate communication Lelaki Barbershop will use following marketing tools:

5.4.1 Advertising

Advertising is a form of promotion that is conducted in one way, which is from the seller's side. In this form of promotion, Lelaki Barbershop make some things are as follows.

- Creating a neon box size 60x120 cm and two banners size 4x1 meters and 3x1 meters and neon box will put on the front of Lelaki Barbershop store. Then for banner size of 4x1 meters, will let customer's know about the price of each services will be offered by Lelaki Barbershop, while banner's size of 3x1 meters will give the information that stated Lelaki Barbershop will be open. Both of banners are mounted in the front of the store.
- Create a brochure that contains a daily promo and the normal price of each service offered. The form of daily promo offered as follows.

1. On Monday (Bring a Friend Haircut): By inviting others adult haircut, the price is will be Rp 15,000 per customer.

2. On Tuesday and Wednesday (Student-Haircut): Cut hair with showing student card will free hair wash.
3. On Thursday (Adult-Haircut): adult haircuts will be free of shaving.
4. On Friday (Dad and Son-Haircut): Hair Cut father and son for Rp 30,000.

Brochure distribution will be conducted a few stages. In the first phase of distribution of brochures, Lelaki Barbershop will start distributing flyers around Jalan RA Fadilah, Yonkaf 7, Cijantung 3 and Al-Ikhlas mosque close the site of Lelaki Barbershop. As for the second phase of the deployment, it is more focused on schools children and residential around Lelaki Barbershop. The information presented in this brochure about the promo given on weekday that much profit for school children. Therefore, Lelaki Barbershop will start distributing flyers in SMA 39 East Jakarta, SMP 102 East Jakarta and the surrounding residential.

5.4.2. Sales Promotion

In conducting this form of promotion, Lelaki Barbershop will make customer's card use to stimulate the customer to come again. Here the customer is required to collect stamp obtained every visit. Customers have the advantage of the customer's card that is on a 5th visited, customers can get a free haircut.

5.4.3 Public Relations

Public relations activity is one of the activities to be conducted by Lelaki Barbershop to provide information, education, and confidence to customers through of print and social media. Lelaki Barbershop promotion will create a profile and then try to get into a few local magazines and publishing articles about the Lelaki Barbershop.

5.4.4 Direct and online Marketing

- Create a 2-3 mins video recording and will be uploaded on Youtube.
- Creating a Facebook account that contains about Lelaki Barbershop's profile
- Creating Twitter account.
- Creating a Website
- Join in some blog

Lelaki Barbershop will use social networks like Facebook, and Twitter, to communicate the existing campaign. On the Facebook and Twitter accounts, Lelaki Barbershop will communicate about information regarding lifestyle, tips, and promos that exist in Lelaki Barbershop every day. In addition, social networking can also be a two-way communication tool with customers, because not a few customers asking price of service, location, or operating hours of Lelaki Barbershop. Therefore, the existence of this account will be able to create a good relationship with customer

5.5 WOW Factors

5.5.1 WOW Yourself

Lelaki Barbershop has established the values in running a barbershop business. These values are as follows.

1. Build customer confidence and other parties referred to in a business.
2. Caring, there are:

- Care to our employees by providing security and support in the work.
- Care about providing customers with friendliness and responsiveness.
- Care about the environment and the community through activities related to environmental issues and community.

3. Dynamic, there are:

- Adapt to the changes that occur to ambient conditions in order to maintain business sustainability.
- Answer the wishes of the customer are always changing.

4. The advantages, there are:

- Provide appropriate and quality services for customers.
- Provide employees with high competence, discipline, attractive, and can interact with customers.

5.5.2 WOW Your Employee

In maintaining loyalty and comfort work of barbers, Lelaki Barbershop offer benefits that are not offered through other barbershop. Two things given to the barbers or employees are:

Provide an opportunity for employees to get financial help, there is the form of loans

5.5.3 WOW Your Customer

In order for Lelaki Barbershop's customers are different with the other competitors and also offers higher returns, then there are one thing that is given to customers.

1. Experience attractive. Presenting the attractions at the service delivery process is able to give a good impression for every customer.
2. Offers the hairstyle model album. It is intended to enrich the communication between employees and customers and minimize the wrong cut.

5.5.4 WOW Your Communities

Lelaki Barbershop care about the community and the environment by doing activities related to social issues, such as education, friendly environment and viability.

5.5.5 WOW Your Competition

Lelaki Barbershop will do marketing by using the concept of “gamification”. With this concept, customers will receive a special achievement the form free service after a few visits.

CHAPTER VI

HUMAN RESOURCES

6.1 Goals and Objectives of Human Resources

6.1.1 Goals of Human Resources

The purpose of Human Resource is to build character of Lelaki Barbershop employees to be employees who understand the needs of customers, high expertise, maintain tidiness, cleanliness, and comfort.

6.1.2 Objective of Human Resources

To fulfil the objectives, Lelaki Barbershop has targeted as follows.

1. Getting 25% customers of customers after first years run.
2. Barber training regularly includes existing services.

6.2 Organizational Structure Lelaki Barbershop

Lelaki Barbershop has several divisions which are all managed by the owner. These divisions are finance, marketing, operations, and human resources. In addition, there is a cashier who recorded daily income and expenses as well as overseeing the work of a barber. The cashier has responsible to the Owner for any problems recording every day. The cashier also has responsible for a barbers who works on the Lelaki Barbershop.

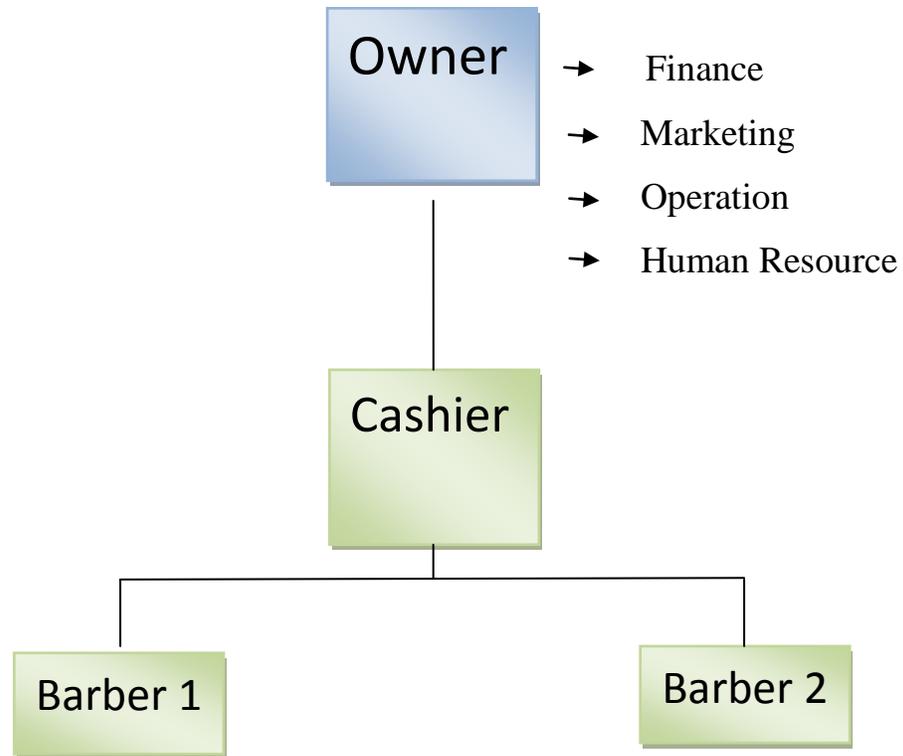


Figure 6.1: Organization Structure of Lelaki Barbershop

Owner of Lelaki Barbershop is Said Fachri and concurrently several divisions such as Finance, Marketing, Operations, and Human Resources management. For the operation of the cashier machine will use the uncle of the owner intended to allow the systems of Lelaki Barbershop can reduce the things that are not desirable. For the barber, Lelaki Barbershop will use two employees from Garut, West Java. The employee will be searched and be found through some procedures in accordance with the requirements specified by Lelaki Barbershop.

6.3 Activity

6.3.1 Daily activity

- Pre – Opening store, cleaning the store before opening in the morning.
- Operating Hours, from Sunday – Saturday : 09.00 – 21.00, and break time: 12.00 - 13.00
- Every shop close will be an evaluation of the complaint on the day

6.3.2 Operation

- Checking the equipments and tools every day
- Daily meeting and briefing to evaluation about complain from customers.
- Weekly meeting, discussion about the achieved target during one week.
- Monthly meeting, discussion about the target in a month and if the some target not reached, it will be evaluated.
- Yearly meeting, discussion about the target not been achieved in the monthly meeting.
- Hygiene, every day, interior and inside the Barbershop must be clean.

6.4 Description of Work

Each types of work contained in the following job description.

1. Marketing Division.

Increase revenue by marketing activities such as the distribution of brochures, promotions, media relations, and Internet media. Marketing Division is also to maintain relationships with consumers.

2. Finance Division.

Manage funding, revenue and expenditure Lelaki Barbershop, by doing financial projections, budgets, bookkeeping is done on a regular basis per month, and perform financial analysis for business development Lelaki Barbershop.

3. Operations Division.

To manage the activities that occur on the Lelaki Barbershop to make standard procedures surrounding services, payments, reservations, cleanliness, and comfort. Operations Division to manage the materials and equipment used on the Lelaki Barbershop.

4. Division of Human Resources.

To manage employees who work on the Lelaki Barbershop by conducting recruitment, selection, create a standard work procedures, compensation, and training for employees.

5. Cashier.

Responsible to record proof of income and expenditure per day, helping the activities carried barber, barber job control, and maintain the cleanliness of the place.

6. Barber.

Responsible for performing the service, care for cleanliness and comfort, tools, and places.

6.4.1 Specification of work

Job specification is a further discussion of the job description which has been described previously. Lelaki Barbershop job specification arranged as following.

1. Marketing Division

Brochure:

- Create content and targets design promotional purposes which are in brochures,
- Make a schedule about when and where the distribution of brochures
- An evaluation of the effectiveness of a brochure distributed.

Promotion:

- Do the designing of promotional activities on a regular basis,
- Select the media to the promotion, and
- An evaluation of promotional activity.

The mass media and the Internet:

- To approach the media to get coverage,
- Updating content in social networks Lelaki Barbershop periodic,

Maintaining consumer relationships:

- informing the promotion done,
- collecting information held by the customer, and
- Know the customer preferences in the services.

2. Finance Division

Financial projections:

- Perform periodic financial projections,
- Assign each division projections about contribution to the income, and
- An evaluation of projected and actual financial periodically.

Financial budget:

- Perform periodic financial budget,
- Commit expenses budget for each division effect on expenditure, and
- An evaluation between the budget and actual financial periodically.

Recording book:

- Move the recording of income and expenditure in accordance with accounting standards, and
- Establish financial reports containing income statement, balance sheet, retained earnings, and cash flow.

Financial Analysis:

- An analysis based on the results of bookkeeping, projections, and financial budget,
- Create a business strategy for the future based on the analysis.

3. Operations Division

Standard procedure:

- establish standards of service, cleanliness, comfort in Lelaki Barbershop,
- do periodically controls to standard procedures have been made, and

- Evaluate and development of standard procedures been there.

Management of materials and tools:

- Purchases of materials and equipment periodically,
- Determining the laying of materials and tools used in Lelaki Barbershop, and
- Keep records of stock materials and equipment and perform control of the stock of materials and equipment.

4. Division of Human Resources

Recruitment and selection:

- Conduct employee screening and collecting information of employees, and
- To negotiate for salary payments.

Standard work procedures:

- Define the job description and job specification of each employees, and
- An evaluation of the standard work procedures are periodically.

Compensation:

- Determining the structure of the salary, benefits, and holidays for employees.

Training:

- Hold regular training involving all Lelaki Barbershop employees , and
- An evaluation of the effectiveness of training.

5. Cashier

Recording operations:

- Keep records of all service revenues received per day ,

- Record expenses of servicing , electricity , telephone , and water periodic ,
- Deliver information to customers about promotions is underway, and
- To report to the finance division and do depositing revenue.

6. Barber

Performing the service:

- Provide a complete service to customers , and
- Start a conversation with customers and get information of the customer

Maintain cleanliness and convenience:

- Cleaning equipment and the room periodically ,
- Arranging equipment and supplies in accordance with the standards ,
- Maintain the appearance and cleanliness of himself,
- Taking out the trash on a regular basis , and
- Keeping the barbershop at night

6.5 Selection and Recruitment of Human Resource.

Selection criteria will be conducted in looking employees Lelaki Barbershop are;

6.5.1 Barber

- Have a commitment to the job. It is meant for guarantee the integrity barber owned by the Lelaki Barbershop. Way to find this point is to ask the barber reason to resign from a previous job.
- Background and profile of the Barber. Lelaki Barbershop should know the background of barber, such as barber residence, status, home, and characteristics contained in the barber because it determines the supply of salary, benefits, and holidays requested by the barber. Lelaki Barbershop have a preference for

employing the barber from Garut Tasikmalaya, still single, do not have a place to stay in Jakarta or round's Lelaki Barbershop, and have a good communicating.

- Have experience or certificate of hair cut completion /course. Experience to identify the skills they have, therefore Lelaki Barbershop have a minimum standard of five years experience within the field of barbershop and barber must have the appropriate skills complete service menu offered by Lelaki Barbershop. Certificate within hair cut is one of the indicators to determine the skills of the barber.

6.5.2 Cashier

- Lelaki Barbershop would hire a cashier from the owner's family. The cashier will be given a place to stay in the area around Barbershop's operation, for easy reach out the place operates, and of course the cashier will work in accordance with the operating hours of Lelaki Barbershop.
- The cashier that has been hired should have a basic skill of administration. It is intended to facilitate financial control
- The cashier has a direct role in dealing with customers, so that communication and attitudes held by the cashier is very important.

Lelaki Barbershop requires the cashier to be able to communicate well, have a friendly attitude, and must have a high memory. In addition cashier must also be responsible to the owner.

Lelaki Barbershop also has an estimated timetable for the recruitment process so that employees can be obtained just in time. Below is a selection and recruitment process in Lelaki Barbershop.

Table 6.1: The process of selection and recruitment Lelaki Barbershop

Process	Duration	Explanation
Job offers to employees by Barbershop already runs or through colleagues.	1-3 weeks	This process requires the longest duration, because the employee's willingness uncertainty. At least 3 comparisons to choose.
Perform skills tests and interviews with employees.	1-2 days	Conducting test to find out skills and interview to know the background of employees.
Salary negotiation	1-2 days	Negotiate with 3 comparisons and assess the most suitable for Lelaki Barbershop.
Making the agreement work	1 day	Conducting agreement work 's oral to employees

6.6 Evaluation of Human Resources

Lelaki Barbershop evaluation will conduct are to use the peer review, which is obtained by evaluating the value of peer review between both of barbers and this method is occurrence of mutual openness and trigger an increase in the quality of work.

6.7 Structure of Wages

Salary structure contained in Lelaki Barbershop is follows:

1. Barber

Given the salary system for barber will be designed through an agreement between Lelaki Barbershop and barbers. Given the salary system has been implemented by other existing barbershop, namely to provide a security deposit or a fixed salary for the first one year of Rp 60,000 per day or Rp 1,800,000 per month. This is due to Lelaki Barbershop a new barbershop that it took time to gather customers. Money tip from a consumer is rights of the barbers, so Lelaki Barbershop not has the authority to it. Salary for barber will be given once every 5 days, so that the payment will be made by the Lelaki Barbershop six times a month.

2. Cashier

The cashier who will be employed by Lelaki Barbershop will be given fixed salary. The amount to be awarded ranging from Rp 1,000,000 to Rp 1,500,000 in accordance with the provisions of Upah Minimum Regional DKI Jakarta (UMR). Salary's cashier will be given every end of the month.

CHAPTER VII

ASSESSMENT OF RISK

7.1 Evaluate Weakness of Business

1. Still a new business, so the brand awareness or knowledge of the Lelaki Barbershop's market still low.
2. Lack of experience and knowledge about a barbershop business, because Lelaki Barbershop is new business in this field.
3. No has a loyal customer to re-purchase on Lelaki Barbershop.
4. Don't have a strong channel of suppliers, barber, and barbershop's equipment
5. Competitors offering cheaper prices around Lelaki Barbershop.
6. Competitors have loyal customers.
7. The possibility of come up another barbershop that offers a similar concept with Lelaki Barbershop.
8. Worker hijacking

7.2 Contingency Plan

1. maximize the haircut model album to minimize errors,
2. presents the haircut model album of complementary services to customers,
3. presenting services in accordance with customer wishes,
4. presents quality service consistently,
5. conduct marketing programs that focus on increasing customer loyalty,
6. marketing activities that focus on the quality and availability of services in Lelaki Barbershop,

7. develop haircut model album in a sustainable,
8. strengthen promotional activities to acquire new customers,
9. give quality services at affordable prices with the comfortable place,
10. give the bonus to employee and raises the salaries annually.

CHAPTER VIII

FINANCIAL PLAN

8.1 Assumption

- Increasing in revenue based on assumption which is for every year the price increase 25% per year.
- For handle working time per customer which is increasing per years, Lelaki Barbershop will add more one barber again in the next two years operate until five years operate.
- Lelaki Barbershop will operate from 09.00 – 21.00, and break time 12.00 - 13.00 (daily). Working day in a month is 30 days.
- Lelaki Barbershop will use 2 Barbers for first year operate.
- Both of Barbers have working hours 1.200 minutes/day.
- Each Barber has 600 minutes/day for working hours.
- Wages for each Barber is Rp 60.000/day or Rp 1.800.000/month (first year operate)
- Wages for two Barbers are Rp 120.000/day or Rp 3.600.000/month (first year operate).
- Wages for three Barbers are Rp 70.000/day or Rp Rp 6.300.000/month (second year operate)

8.2 Start up Expenses

Table 8.1: Start – Up Expense

No	Description	Acquisition Cost	Time
1.	Advertising	Rp 5.000.000	1 year
2.	Rent Building	Rp 20.000.000	1 year
3.	Utilities	Rp 3.000.000	1 month
4.	Furniture	Rp 50.888.000	1 period
5.	Tools and Equipments	Rp 30.200.000	1 period
6.	Wages	Rp 3.600.000	1 month
7.	Decoration and Interior	Rp 3.500.000	1 period
8.	Supplies	Rp 4.000.000	1 period
Total Expenses		Rp 120,188,000	
Cash on Hand		Rp 4.812.000	
Cash on Bank		Rp 5.000.000	
Total Start – Up		Rp 130.000.000	

8.3 Cost of Service

Table 8.2: Working time Service per customer

Service	Working time /customer (minutes)	customers number /day	total time
adult hair cut	20.00	35	700.00
kids hair cut	20.00	5	100.00
Bald	20.00	5	100.00
Shaving	5.00	5	25.00
hair wash	5.00	15	75.00
Cream bath	15.00	5	75.00
half body massage	15.00	5	75.00
hair tonic	10.00	5	50.00

8.3.1 Adult Hair cut

Table 8.3: COS Adult Hair Cut

Direct Material		Rp 571
Direct Labor		Rp 2.000
Overhead	Advertising	Rp 231
	Rent building	Rp 926
	Utilities	Rp 1,667
	Depreciation Expenses	Rp 490
	Total Cost of Service	Rp 5.885

8.3.2 Kids Hair Cut

Table 8.4: COS Kids Hair Cut

Direct Material		Rp 0
Direct Labor		Rp 2.000
Overhead	Advertising	Rp 231
	Rent building	Rp 926
	Utilities	Rp 1,667
	Depreciation Expenses	Rp 490
	Total Cost of Service	Rp 5.314

8.3.3 Bald

Table 8.5: COS Bald

Direct Material		Rp 0
Direct Labor		Rp 2.000
Overhead	Advertising	Rp 231
	Rent building	Rp 926
	Utilities	Rp 1.667
	Depreciation Expenses	Rp 490
	Total Cost of Service	Rp 5.314

8.3.4 Shaving

Table 8.6: COS Shaving

Direct Material		Rp 2.200
Direct Labor		Rp 500
Overhead	Advertising	Rp 58
	Rent building	Rp 231
	Utilities	Rp 417
	Depreciation Expenses	Rp 122
	Total Cost of Service	Rp 3528

8.3.5 Hair Wash

Table 8.7: COS of Hair Wash

Direct Material		Rp 400
Direct Labor		Rp 500
Overhead	Advertising	Rp 58
	Rent building	Rp 231
	Utilities	Rp 417
	Depreciation Expenses	Rp 122
	Total Cost of Service	Rp 1.728

8.3.6 Cream Bath

Table 8.8: COS of Cream Bath

Direct Material		Rp 400
Direct Labor		Rp 1.500
Overhead	Advertising	Rp 174
	Rent building	Rp 695
	Utilities	Rp 1.250
	Depreciation Expenses	Rp 367
	Total Cost of Service	Rp 4386

8.3.7 Half Body Massage

Table 8 .9: COS Half Body Massage

Direct Material		Rp 200
Direct Labor		Rp 1.500
Overhead	Advertising	Rp 174
	Rent building	Rp 695
	Utilities	Rp 1.250
	Depreciation Expenses	Rp 368
	Total Cost of Service	Rp 4386

8.4 Sales Forecast

8.4.1 Barbershop Service

Table 8.10: Sales forecast of Lelaki Barbershop

Year 1 = Lelaki Barbershop serve 80 persons/day
Year 2 = Lelaki Barbershop serve 100 persons/day
Year 3 = Lelaki Barbershop serve 125 person/day
Year 4 = Lelaki Barbershop serve 156 person/day
Year 5 = Lelaki Barbershop serve 195 person/day
Revenue Year 1 IDR 464.400.000
Revenue Year 2 IDR 557.280.000
Revenue Year 3 IDR 696.600.000
Revenue Year 4 IDR 870.750.000
Revenue Year 5 IDR 1.088.437.500

Increasing in revenue based on assumption which is for every year the price increase 25% per year.

8.4.2 Projection Revenue for Lelaki Barbershop's service

Table 8.11: Projection Service Revenue

Service	Price	Year 1	Year 2	Year 3	Year 4	Year 5
adult hair cut	Rp 20.000	35	43	53	71	85
kids hair cut	Rp 15.000	5	7	10	12	14
Bald	Rp 23.000	5	7	10	12	14
Shaving	Rp 10.000	5	7	10	12	14
hair wash	Rp 10.000	15	18	20	22	25
Cream Bath	Rp 10.000	5	5	8	9	14
half body massage	Rp 20.000	5	7	7	9	14
hair tonic	Rp 10.000	5	6	7	9	14
Total Revenue		80 persons/ day	100 persons/ day	125 persons/day	156 persons/ day	195 persons/day
		464.400.000	557.280.000	696.600.000	870.750.000	1.088.437.500

8.5 Pro Forma Income Statement

Table 8.12: Pro Forma Income Statement

	2014	2015	2016	2017	2018
Revenue	464.400.000	557.280.000	696.600.000	870.750.000	1.088.437.500
Expense					
Wages expense	43.200.000	75.600.000	86.400.000	97.200.000	108.000.000
Supply expense	8.000.000	10.000.000	12.500.000	15.625.000	19.531.250
Utilities	36.000.000	36.000.000	36.000.000	36.000.000	36.000.000
Rent	20.000.000	20.000.000	20.000.000	20.000.000	20.000.000
Depreciation expense	10.573.500	10.573.500	10.573.500	10.573.500	10.573.500
Marketing and advertising	5.000.000	5.000.000	5.000.000	5.000.000	5.000.000
Total Expense	122.773.500	157173500	170.473.500	184.398.500	199.104.750
Income Before Tax	341.626.500	400.106.500	526.126.500.	686.351.000	889.332.750
Tax Expense (10%)	34.162.650	40.010.650	52.612.650	68.635.150	88.933.275
Net Income	307.463.850	360.095.850	473.513.850	617.716.350	800.399.475

8.6 Pro Forma Balance Sheet

	2014	2015	2016	2017	2018
Asset					
Current Assets					
Cash and cash equivalent	363.449.350	734.118.700	1.218.206.050	1.846.495.900	2.657.468.875
Inventory					
Total current Assets	363.449.350	734.118.700	1.218.206.050	1.846.495.900	2.657.468.875
Fixed Assets					
Furniture	50.888.000	50.888.000	50.888.000	50.888.000	50.888.000
Tools and Equipments	30.200.000	30.200.000	30.200.000	30.200.000	30.200.000
Decoration and Interior	3.500.000	3.500.000	3.500.000	3.500.000	3.500.000
Less: Accumulation Depreciation	(10.573.500)	(21.147.000)	(31.720.500)	(42.294.000)	(52.867.500)
Total Fixed Assets	74.014.500	63.441.000	52.867.500	42.294.000	31.720.500
Total Assets	437.463.850	820.239.700	1.319.673.550	1.966.549.900	2.799.349.375
Liabilities	-	-	-	-	-
Current Liabilities	-	-	-	-	-

Long Term Debt	-	-	-	-	-
Notes Payable	-	-	-	-	-
Account Payable	-	-	-	-	-
Taxes Payable	-	-	-	-	-
Accrued Expense	-	-	-	-	-
Other Current Liabilities	-	-	-	-	-
Total Current Liabilities	-	-	-	-	-
Long - Term Liabilities					
Notes Payable	-	-	-	-	-
Bonds Payable	-	-	-	-	-
Total Long – Term Liabilities	-	-	-	-	-
Total Liabilities	-	-	-	-	-
Equity	130,000,000	130,000,000	130,000,000	130,000,000	130,000,000

Retained Earning					
Beginning Retained Earnings	-	307,463,850	667,559,700	1,141,073,550	1,202,789,900
Add: Retained Earning Current Year	307,463,850	360,095,850	473,513,850	617,716,350	800,399,475
Ending Retained Earning	307,463,850	667,559,700	1,141,073,550	1,202,789,900	2,003,189,375
Total Equity	437,463,850	797,559,700	1,271,073,550	1,332,789,900	2,133,189,375

Table 8.13: Pro Forma Balance Sheet

8.7 Pro Forma Cash Flow

	2014	2015	2016	2017	2018
Cash Flow From Operational Activities					
Sales Revenue	464.400.000	557.280.000	696.600.000	870.750.000	1.088.437.500
Payment to supplier	(8.000.000)	(10.000.000)	(12.500.000)	(15.625.000)	(19.531.250)
Wages Payment	(43.200.000)	(75,600,000)	(86,400,000)	(97,200,000)	(108,000,000)
Utilities Payment	(36.000.000)	(36.000.000)	(36.000.000)	(36.000.000)	(36.000.000)
Rent Payment	(20,000,000)	(20.000.000)	(20.000.000)	(20.000.000)	(20.000.000)
Advertising	(5.000.000)	(5.000.000)	(5.000.000)	(5.000.000)	(5.000.000)

Payment					
Tax payment	(34.162.650)	(40,010,650)	(52,612,650.00)	(68,635,150)	(88,933,275.00)
Total Cash Flow Operational Activities	73,037,350	370.669.350	484.087350	657.449.850	810.972.975
Cash Flow from Investment Activities					
Decoration and Interior	(3.500.000)	-	-	-	-
Tools and Equipments	(30.200.000)	-	-	-	-
Furniture	(50.888.000)	-	-	-	-
Total Cash Flow Investment Activities	(84.588.000)				

Cash Flow from Financing Activities					
Net Cash Increase	233.449.350	370669350	484087350	628289850	810972975
Beginning Cash Current Year	130.000.000	363.449.350	734118700	1218206050	1846495900
Ending Cash Current Year	363.449.350	734.118.700	1.218.206.050	1.846.495.900	2.657.468.875

Table 8 .14: Pro Forma Cash flow

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APPENDICES

Questionnaire

Description	Number (person)	Percentage
Gender		
1. Man	100	100%
Age		
1. 13-18 years old,	37	37 %
2. 19-22 years old,	43	43 %
3. >23 years old	20	20 %
monthly expenses		
1. Rp 100.000 - Rp 300.000	12	12 %
2. Rp 300.000 - Rp 500.000	18	18 %
3. > Rp 500.000 - RP 2.000.000	36	36 %
4. > Rp 2.000.000	34	34 %
Occupation		
1. Student	26	26 %
2. Employee	23	23 %
3. Army	16	16 %
4. Entrepreneur	10	10 %
5. Others	3	3 %

Question 1: How many times you go to the barbershop to do a hair cut?

Table 2.3: question

CHOICE	FREQUENT	PERCENTAGE
A. 1 time a month	65	80 %
B.2 times a month	2	10 %
C.1 time in 2 months	15	15 %
D.1 times in 3 months	18	18 %

Source: Primary Research Data

Question 2: Do you are a person which updated hairstyle and always follow the hairstyle model?

Table 2.4: question 2

ANSWER	FREQUENT	PERCENTAGE
Yes	97	97 %
No	3	3 %

Question 3: Do you choose a Barbershop close with your home?

Table 2.5: question 3

ANSWER	FREQUENT	PERCENTAGE
Yes	82	82 %
No	18	18 %

Question 4: Comfort and good hair cut result is the things that make you be a loyal customer?

Table 2.6: question 4

ANSWER	FREQUENT	PERCENTAGE
Yes	98	98 %
No	2	2 %

Question 5: How much range of money you spend on a haircut in a barbershop which comfortable before?

Table 2.7:question 5

SCORE	FREQUENT	PERCENTAGE
Rp 7.000-Rp 10.000	23	23 %
Rp 10.000-Rp 15.000	27	27 %
Rp 15.000- Rp 30.000	35	35 %
>Rp 30.000	15	15 %

Question 6: Hair styles make you more confident in socializing!

Table 2.8: question 6

ANSWER	FREQUENT	PERCENTAGE
Yes	82	82 %
No	18	18 %

Question 7: you will try other barbershop's services such as cream bath, shaving, and a half-body massage

Table 2.9: question 7

ANSWER	FREQUENT	PERCENTAGE
---------------	-----------------	-------------------

Yes	85	85 %
No	15	15 %

Question 8: watching television and reading magazines is the best way to fill in the waiting time

Table 2.10: question 8

ANSWER	FREQUENT	PERCENTAGE
Yes	95	95 %
No	5	5 %

Question 9: presence “haircut albums models” will allow you to determine the hair style you want

Table 2.11: question 9

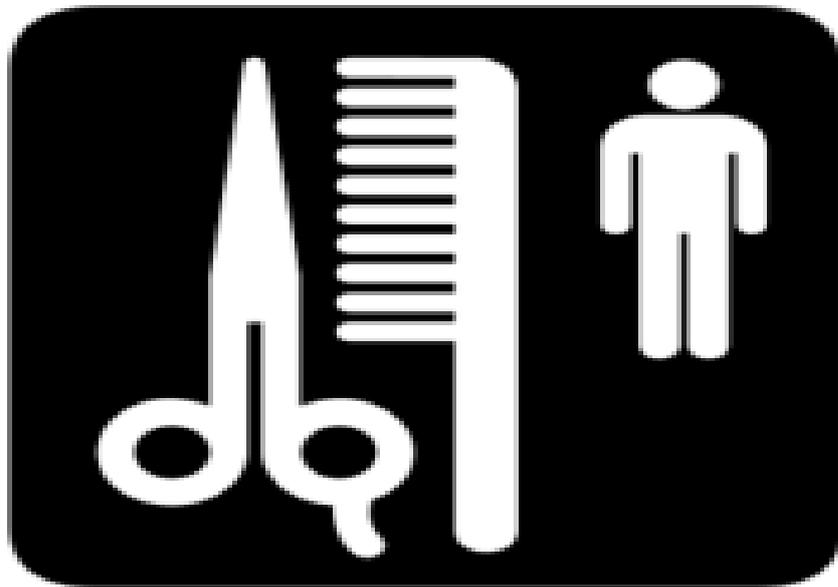
ANSWER	FREQUENT	PERCENTAGE
Yes	100	100 %
No	0	0 %

Question 10: available parking area is one of the values which make customers happy

Table 2.12: question 10

ANSWER	FREQUENT	PERCENTAGE
Yes	85	85 %
No	15	15 %







**LELAKI
BARBERSHOP**