

MARKETING PLANNING PT. LUXURY INDAH JAYA "PREMIUM LAUNDRY SERVICE"

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ARTICLE INFO	ABSTRACT
<p>Accepted : 01-09-2023</p> <p>Revised : 14-09-2023</p> <p>Approved : 25-09-2023</p> <hr/> <p>Keywords: premium laundry; a marketing plan; stp; nice; sales activity.</p>	<p>A different laundry business service exists in Indonesia, especially in Jakarta and its surroundings. This business plan offers a special premium laundry service for 4 and 5-star hotels. PT. Luxury Indah Jaya (Luxury Laundry) as a provider of premium laundry services for 4 and 5-star hotels focuses on B2B but still pays attention to the needs of the end user. This marketing plan will be formulated and explained regarding marketing goals and objectives, STP marketing strategy, marketing mix with the NICE approach, sales activities, and calculation of income streams and Investment Feasibility Analysis. This research was conducted using qualitative methods aimed at determining the feasibility of a premium-class laundry business marketing plan specifically for 4 & 5-star hotels. With good marketing planning, companies can conduct in-depth analysis and evaluation of new business opportunities or investment projects. This is certainly very helpful in assessing investment feasibility, market growth potential, income potential, and associated risks.</p>



Introduction

In this modern era, the busyness of urban people is increasing, so time has become a very valuable asset (Putra, SE, & Ak, 2019). Amid a busy daily life, one of the basic needs that is often overlooked is clothing care (Griffin, Elangovan, Mundell, & Hezel, 2012). Washing and caring for clothes requires significant time and effort, which busy individuals may not be able to accommodate (Haryanto, 2017).

PT. Luxury Indah Jaya, as a company that is committed to providing solutions in terms of clothing care, understands how important high-quality service is in the laundry service industry (Manobe, Arjana, & Se, 2021). By understanding the potential and challenges in this market, PT. Luxury Indah Jaya is determined to provide superior and exclusive laundry services that meet the needs of customers who require special care for their clothes (Susanti, Syah, & Sunaryanto, 2020).

With the number of 4 and 5-star hotels spread across the Greater Tangerang and DKI Jakarta areas and the lack of interest in establishing and managing in-house laundry by 4 and 5-star hotels, certainly, the need for laundry services with premium services and the best quality assurance in Tangerang Raya and DKI Jakarta is still lacking (Pourkhani, Abdipour, Baher, & Moslehpour, 2019). Moreover, driven by the hotel occupancy rate after the easing of the Implementation of Community Activity

Restrictions (PPKM) related to the Covid 19 epidemic, this business opportunity is very open and promising.

Today's hotel business trends prefer to outsource laundry rather than in-house laundry. The results of in-depth interviews conducted by the author with several star hotels in Jakarta and its surroundings found data that most 4 and 5-star hotels choose third parties to wash and care for their towels and linens (David, 2011).

The types of needs and treatment of towels and linens needed for hotel services, especially star hotels with international standards, include:

1. Sufficient availability of towels and linens.
2. Top-notch quality towels and linens
3. Care and treatment (treatment) of towels and linens to maintain quality.
4. Periodic replacement of towels and linens.

Research Methods

This research was conducted using qualitative methods aimed at determining the feasibility of a premium-class laundry business marketing plan specifically for 4 & 5-star hotels. The feasibility of this investment is analyzed through a marketing plan reviewed from market and marketing aspects, and by weighing aspects of revenue and other marketing costs as well as through finance in the form of Payback Period, Net Present Value, and Index Profitability analysis. The results of the qualitative analysis show that the marketing plan of PT. Luxury Indah Jaya is acceptable and worth running. PT Luxury Indah Jaya's business requires strategic marketing planning to develop markets in the DKI Jakarta and Greater Tangerang areas. The formulation of the strategic marketing plan is illustrated in the following framework:

Figure 1
Marketing Planning Framework



Marketing Planning, Goals, Objectives and Strategies

1. Marketing Goals and Objectives

These marketing goals and objectives are useful in helping to develop the market, increase PT Luxury Indah Jaya's business awareness for laundry service entrepreneurs

in the DKI Jakarta and Tangerang Raya areas, as well as expand the market, and search for potential partners to realize the company's vision and mission.

NICE Marketing Mix Strategy

Business PT. Luxury Indah Jaya focuses on the hotel industry, especially in Jakarta and Tangerang Raya according to the Lean Model Canvas of the customer segment, our marketing can be categorized as B2B (Business to Business). For that, we use NICE tools namely Networking (Place), Interaction (Promotion), Common Interest (Price), and Experience (Product).

1. Networking

The business run by PT Luxury Indah Jaya is business-to-business (B2B), where a direct approach is needed to reach consumers. In addition, the parent of PT Luxury Indah Jaya, PT Indah Jaya Textile, and several sister companies, has a very wide and strong network and business relationships in the hotel industry. The parent company and several sister companies have more than 55 serving the hospitality industry, both domestically and in the global market as a provider of premium towels and linens.

Other activities that can be done to form networking are entering and becoming members of associations related to the hospitality business such as APLI, IHKA, and IHGMA. Holding regular meetings with associations that are held on a rotating basis at the event venue of each association so that we can discuss together, establish new networks, and share solutions to existing problems, especially regarding hotel towels and linen problems.

In addition, the company prioritizes business strategies with a Customer Relationship Management (CRM) approach, where this business strategy combines processes, people, and technology. Bringing communication between the company and customers closer and helping to attract sales leads, retain existing customers, and maintain customer satisfaction and loyalty.

2. Interaction

PT Luxury Indah Jaya always interacts with customers and potential customers. Interaction is one of the most effective ways of promotion in running a business. Haryanto (2017) said, there are 3 (three) parties whose interaction and communication must be maintained and always maintained properly, namely:

1) Shareholder

Shareholders have an interest in the sustainability of the company, both minority shareholders and majority shareholders will always monitor how the company's performance is achieved. Shareholders need to ensure that the company has implemented good and correct corporate governance, shareholders also need to ensure that management can achieve the targets that have been set. Therefore, interaction with shareholders must be maintained properly.

2) Employee

Employee interaction must be well maintained and communication must be of high quality. Conflicts that occur in the world of work can adversely affect productivity, where they will not be comfortable undergoing routines that affect the quality of work

produced. Companies should ensure that the entire ecosystem within the office is interconnected and well coordinated. Interaction is not only within the scope of the office but must also be established outside the scope of the office such as customers, partners, suppliers, and relationships.

3) Customer

In building trust, good interaction with customers is also a must-do. This interaction includes service, ways of working, speech, and behavior toward customers. As a company engaged in laundry and rental services, good service and interaction with customers will be a good promotion for the company. Interaction with association members, regular meetings, and joint discussions can create solutions to existing needs and problems.

3. Common Interest

Common interest refers to the similarity of interests between consumers and producers that may bring value to both parties. PT Luxury Indah Jaya will always prioritize consumer needs on top priority, maintain the best product and service quality, and maintain the fulfillment standards of star hotels. Common Interest is an emotional bond that exists between consumers and marketers to achieve values and goals (Haryanto, 2017).

Results and Discussion

Revenue Stream

From the sales scenario of PT Luxury Indah Jaya in Table 5.7, projections and assumptions of revenue streams in the next 5 years can be produced as follows:

Table 1
PT Luxury Indah Jaya Revenue Stream Projections

PRODUCT	ITEM	YEARS				
		1	2	3	4	5
Wash Only	Towel*	16.455.056.968	21.940.075.958	23.685.948.000	25.678.224.000	28.334.592.000
	Linen*	13.463.228.429	17.950.971.238	19.379.412.000	21.009.456.000	23.182.848.000
	Sub Total	29.918.285.397	39.891.047.196	43.065.360.000	46.687.680.000	51.517.440.000
Reg Rental	Towel*	2.296.054.461	3.061.405.948	3.305.016.000	3.583.008.000	3.953.664.000
	Linen*	1.878.590.013	2.504.786.684	2.704.104.000	2.931.552.000	3.234.816.000
	Sub Total	4.174.644.474	5.566.192.632	6.009.120.000	6.514.560.000	7.188.480.000
Incit Rental	Towel*	382.675.743	510.234.325	550.836.000	597.168.000	658.944.000
	Linen*	313.098.336	417.464.447	450.684.000	488.592.000	539.136.000
	Sub Total	695.774.079	927.698.772	1.001.520.000	1.085.760.000	1.198.080.000
Grand Total		34.788.703.950	46.384.938.600	50.076.000.000	54.288.000.000	59.904.000.000

* Comparison of towels and linen laundry: Towels 55% & Linens 45%

Finance

PT Luxury Indah Jaya's financial projections are universal standards and contain information related to the company's assets, liabilities, and capital presented in the form of financial statements. A company's financial statements contain assets and liabilities that expire in a period, known as the balance sheet (Syah, Alimwidodo, Lianti, & Hatta, 2022). The report consists of assets, debt liabilities, and capital. Assets are wealth

owned by a business, liabilities are positions that must be paid to other parties, and capital is money owned by a company (Mahulae, 2020).

Investment Feasibility

To convince capital owners, companies need to conduct investment feasibility studies by preparing investment feasibility studies from the beginning so that investors can determine the rate of return that investors will receive by providing capital (Ichsan, SE, Lukman Nasution, & Sarman Sinaga, 2019)v. This is certainly related to the image or prospect of investors who make decisions to accept or reject the investment (Syah et al., 2022). There are several calculation analyses used, including Return On Investment (ROI), Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PP).

Table 2
Return On Investment PT Luxury Indah Jaya

Tahun	Net Profit	Investment	ROI
1	1.345	33.210	4%
2	3.952	37.972	10%
3	4.735	43.119	11%
4	5.586	47.991	12%
5	6.737	53.958	12%

Table 3
Net Present Value dan Internal Rate of Return PT Luxury Indah Jaya

Rp Juta

Tahun	Free Cash Flow
1	(16.985)
2	4.714
3	7.132
4	8.137
5	9.378
NPV	12.376
IRR	20,32%

Table 4
Payback Period (PP) PT Luxury Indah Jaya

Rp Juta

Tahun	Free Cash Flow	Cummulative Cash Flow
1	(16.985)	(16.985)
2	4.714	(12.271)
3	7.132	(5.138)
4	8.137	2.998
5	9.378	12.376
Payback Period		3 thn 8 bln

Table 5
Profitability Ratio of PT Luxury Indah Jaya

POS	Tahun	Tahun	Tahun	Tahun	Tahun
	1	2	3	4	5
Gross profit margin	33%	33%	33%	33%	33%
Net profit margin	4%	9%	9%	10%	11%
ROA	4%	10%	11%	12%	12%
ROE	6%	14%	15%	15%	16%

Conclusion

With good marketing planning, companies can conduct in-depth analysis and evaluation of new business opportunities or investment projects. This is certainly very helpful in assessing investment feasibility, market growth potential, income potential, and associated risks. PT Luxury Indah Jaya's return on investment grew from the first year to the fifth year, with an average of 9%. The ROI value above shows the company is in a good category because this shows the ability to utilize all assets to generate profits. PT Luxury Indah Jaya's five-year NPV is the Indonesian Rupiah. 12,545,820,892 is greater than zero ($NPV > 0$), meaning that the investment has favorable prospects for the company. The IRR calculation also shows a value of 22.86%, higher than the current exchange rate (9%), which means this investment has good potential to continue. The smaller the PP value, the faster the return and the more worthy the investment. PT Luxury Indah Jaya has a payback period (PP) of 3 years and 8 months which is quite fast for new businesses. The profitability ratio shows the percentage of profitability with an average gross margin of 32% and a net margin of 8% which indicates that the business is good and can continue.

With a better understanding of investment feasibility, companies can make smarter decisions and reduce the risk of investment failure. Good marketing planning can help companies achieve better results, in terms of high revenue, cost efficiency, competitive advantage, marketing effectiveness, and investment feasibility. This enables the company to achieve sustainable growth and long-term success.

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