ANALYSIS OF MARKET SHARE TO EXPAND MARKETING IN LAUNDRY YE'S APPROACH TO CUSTOMER RELATIONSHIP MANAGEMENT

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ABSTRACT

YE'S is a company engaged in Dry Clean and Laundry services. YE's was established in 2012 with the address at Jl. Jalaprang 93 Bandung. One year after inauguration YE'S opened 2 branches in the city of Bandung which was located in the Aliwigar area and Cikutra area. However, the current branch has a slightly different area from the center, where the central area is crowded with trading activities and many boarding houses, with customers being employees, businessmen, housewives, and students. Because the Marketing Manager does not know the area that has a high market share and the Owner has not been able to determine the right raw material in each laundry, thus there is a significant difference in profits between the branch and the center. Based on these problems, a system that can analyze market share to expand marketing is needed, thus it is necessary to evaluate the strengths, weaknesses, opportunities, and threats that exist in YE's with the Customer Relationship Management (CRM) approach. The results of the test can be concluded that this system can help the Marketing Manager at YE's in determining new marketing areas that have a high market share and the potential to open new marketing areas in the city of Bandung, and can help the Owner in setting efficient raw materials in each laundry.

Keyword : Customer Relationship Management (CRM), New Marketing Area, Market Share, Laundry.

1. INTRODUCTION

YE'S Laundry is a company engaged in Dry Clean and Laundry, using the latest technology supported by modern machines which can minimize damage to clothing or objects to be washed. The company is owned by Mr. Aang, which was founded in 2012 with the address at Jl. Jalaprang 93 Bandung. One year after its inauguration, in April the company felt successful in developing its first business, thus YE'S Laundry expanded its business by creating 2 more branches in the city of Bandung. However, the current branch has a slightly different area from the center, where the central area is crowded with trading activities and many boarding houses, with customers being employees, businessmen, housewives, and students. Whereas for each branch, branch 1 is located in the surrounding area of housing with the condition of the area not as crowded as the center, which has customers mostly entrepreneurs and employees. In contrast to branch 2 which is close to densely populated homes, its customers are students and housewives. With the presence of these branches, YE'S Laundry can also distribute laundry in the event of a surge in the center or other branches because YE'S Laundry can only accommodate 55 Kg daily, if it exceeds capacity then there will be a setback in the completion time.

YE'S is not the only one that provides laundry services in Bandung, there are many other competitors who also provide the same services. Based on the results of interviews with YE'S Laundry marketing manager, the branches owned by YE'S Laundry currently have no losses but do not benefit as much as in the center.

Based on existing data, the company YE'S Laundry branch 1 and branch 2 does not have high profit as in the center, because maybe the marketing manager still does not have the maximum effort in binding and increasing the number of customers, then in the distribution of raw material supply is still equated between the centers , branch 1, and branch 2 which results in inefficiency in purchasing raw materials, so that there will be a waste of expenditure.

Therefore, based on the existing problems at YE'S Laundry at this time, a system that can analyze market share is needed to expand marketing and can analyze raw material requirements at YE'S Laundry with the Customer Relationship Management (CRM) approach.

2. CONTENTS OF RESEARCH

2.1 Theoretical Basis

The theoretical foundation contains theories that are used as references in designing market share analysis to expand YE's Laundry's new marketing.

2.1.1 Market Share

Market share or Market Share can be interpreted as part of a market that is controlled by a company, or the percentage of a company's sales to the sale of its biggest competitors at a particular time and place. [1]

2.1.2 Customer Relationship Management

Customer Relationship Management is a business strategy that combines internal processes and functions, to create and deliver value to customers who aim to gain profit. Customer Relationship Management is based on customer data. [2]

2.1.3 Stages of CRM

The implementation of the CRM (Customer Relationship Management) concept is to organize a CRM process around members and not only in the internal functions of a company. There are three stages in CRM, namely : [3]

1. To get new customers (***Acquisition***),
2. Increase profits obtained from an existing customer (***Retention***).
3. Maintain customers (***Expansion***) which provides benefits, by offering what is needed by customers, not what is needed by market customers.

2.1.4 Types of CRM

The type of Customer Relationship Management (CRM) is operational CRM, analytical CRM and collaborative CRM. [4]

1. CRM operations can be referred to as the company's front office. This CRM component functions in interaction with customers.
2. Analytical CRM is also known as the company's back office. This CRM component aims to understand customer needs.
3. The Collaborative CRM section consists of e-mail, personalized publishing, ecommunities, and the like designed for interaction between the customer and the company.

2.1.5 Framework Dynamic CRM

A framework is a series of stages in the development or implementation of CRM. The most important substantive is information obtained from the customer so that the output is obtained in the form of Relationship Commitment [5].

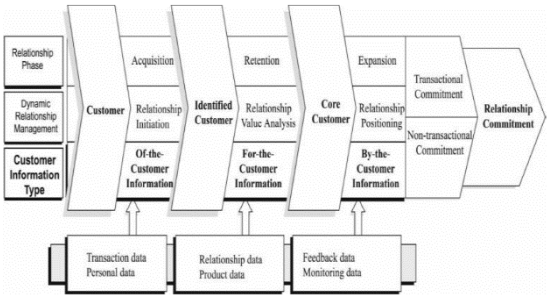

Figure 1. Framework Dynamic CRM

1. Market Segmentation

Market segmentation is the process of dividing the entire market from goods or services into smaller groups. The essence of market segmentation is that members of each group must have the ability to effectively market the market [6].

As for the parts that must be owned by segmenting the market :

a Segmentation of Geographic Markets
b Demographic Market Segmentation.
c Segmentation of the Psychographic Market.
d Behavioral Market Segmentation

2. Determining Market Target (*Targeting*)

After the market segment is evaluated, the next step is to choose the segment that will be the target or target market. [7]

Here are the parts in determining targeting :

a. Responsive.
b. Sales potential
c. Adequate growth
d. Media coverage

3. Market Position Determination (*Positioning*)

Position determination is an action in designing the bid and image of the organization so that it occupies a position that is distinguished among competitors. [8]

2.1.6 Simple Additive Weighting (SAW)

Is a weighted addition method. The concept of the SAW method is to find the weighted sum of performance ratings on each alternative on all attributes. The criteria for the SAW method require a decision normalization process (X) to a scale that can be compared with all available alternative ratings. [9]

The SAW method recognizes two attributes, namely the benefit criteria and the cost criteria. As for the completion steps :

1. Determine the alternative using Ai.
2. Determine the criteria that will be used as a reference in determining decision making, namely using Cj.
3. Provides a suitability rating value for each alternative on each criterion.
4. Determine the weight of preference or level of interest (W) for each criterion.

$W = [W_1\ W_2\ W_3\ ..W_j]$ (1)

5. Make a suitability rating table for each alternative in each criterion.
6. Make a decision matrix X which is formed from the match rating table of each alternative on each criterion. Value of X for each alternative (Ai) for each criterion (Cj) that has been determined, where, i=1,2,…m and j=1,2,…n.

$$X = \begin{bmatrix} x_{11} & x_{12} & \cdots & x_{1j} \\ \vdots & & & \vdots \\ x_{i1} & x_{i2} & \cdots & x_{ij} \end{bmatrix} \quad (2)$$

7. Normalize the decision matrix X by calculating the value of the normalized performance rating (rij) from the alternative Ai on the Cj criteria.

$$r_{ij} = \begin{cases} \dfrac{X_{ij}}{Max\ X_{ij}}, & (benefit) \\ \dfrac{X_{ij}}{Min\ X_{ij}}, & (cost) \end{cases} \quad (3)$$

8. The result of the normalized performance rating (rij) forms a normalized matrix (R).

$$R = \begin{bmatrix} r_{11} & r_{12} & \cdots & r_{1j} \\ \vdots & & & \vdots \\ r_{i1} & r_{i2} & \cdots & r_{ij} \end{bmatrix} \quad (4)$$

9. The final result of the preference value (Vi) is obtained from the sum of multiplication of normalized matrix (R) row elements with the preference weight (W) corresponding to the matrix column element (W).

$$V_i = \sum_{j=1}^{n} w_j r_{ij} \quad (5)$$

The results of the calculation of the larger Vi value indicate that the alternative Ai is the best alternative.

2.2 Problem Analysis

Analysis of problems obtained based on existing problems, namely:

1. The Marketing Manager does not know the high market share area that has the potential to expand marketing, so a system that can analyze high market share areas that have the potential to expand marketing is needed..
2. The owner has not been able to determine the appropriate and efficient raw material needs at the center and branch, so a system that can determine the needs of materials that are appropriate and efficient is needed.

2.2.1 Analisis Framework CRM

The framework that will be built is the Framework Of Dynamic CRM YE'S Laundry can be seen in Figure 2. YE'S Laundry Framework of Dynamic CRM

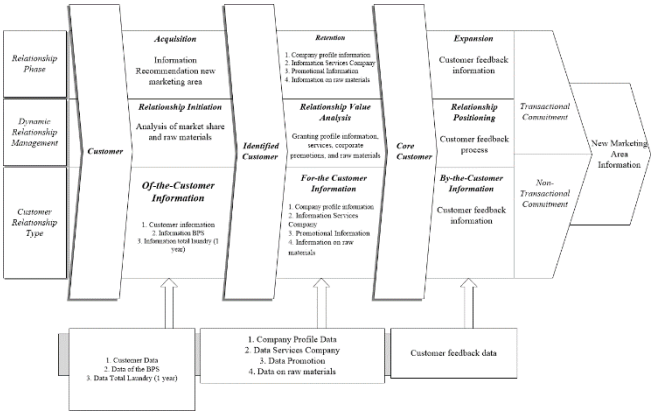

Figure 2. Framework of Dynamic CRM YE'S Laundry

2.2.1.1 Relationship Initiation Steps

At this stage, the process of analyzing market share is carried out to determine the location of new marketing areas from recapitulated data. At this stage further analyzed to determine which areas are potential to expand accurate marketing. Following are the stages of market share analysis to expand marketing :

2.2.1.1.1 Market Share Analysis for New Marketing Areas

The purpose of this market share analysis is to find out the market/customer potential in each region for the services offered by YE's Laundry. To determine market share, three stages of analysis are carried out, namely Market Segmentation, Targeting and Positioning (Determining Market Position) :

1. Market Segmentation

Market segmentation is an act of dividing a market into different groups, and the segmentation carried out will be divided into 2 segments, namely geographic market segmentation, and demographic market segmentation.

2. Determining Target Market (Targeting)

This stage is to choose which segment will be targeted by YE's. Targeting is done to adjust the market opportunity recommendations that have been made at the segmentation stage by referring to the company's needs. The method used is the Simple Additive Weighting (SAW) method.

The following are the stages for the calculation system with the SAW (Simple Additive Weighting) method by taking 30 Districts in the City of Bandung, as well as the results of geographical and demographic segmentation.

a. Provide data to be analyzed

The data used is data for expanding marketing analysis, as the calculation applied to the SAW (Simple Additive Weight) method, the data analyzed are 30 Districts in the City of Bandung with potential. The following is a data table that will be used as a sample calculation of the SAW method (Simple Additive Weight).

Table 1. Data to be Analyzed

Sub-district in Bandung city	Number of Households	Number of Working Populations	Number of Universities	Number of Industries
Bandung Kulon	38297	142697	0	50
Babakan Ciparay	37539	147388	0	23
Bojongloa Kaler	29461	120644	0	14
Bojongloa Kidul	21431	85992	4	9
Astanaaanyar	17059	68694	0	38
Regol	20045	81635	1	16
Lengkong	18556	71333	6	42
Bandung Kidul	15203	59075	1	32
Buah Batu	23558	94946	2	29
Rancasari	18924	75144	0	11
Gedebage	9712	35757	0	5
Cibiru	20347	70066	3	27
Panyileukan	10683	39169	2	17
Ujung Berung	19134	75151	0	21
Cinambo	6800	24663	0	35
Arcamanik	17229	67999	2	20
Antapani	17989	74234	1	29
Mandalajati	16146	62875	0	12
Kiaracondong	34082	131566	3	39
Batununggal	31540	120555	9	42
Sumur Bandung	9108	35749	2	47
Andir	25628	97278	1	30
Cicendo	24811	99468	2	23
Bandung Wetan	8215	30805	3	34
Cibeunying Kidul	28249	107727	3	23
Cibeunying Kaler	18922	70878	3	19

b. Changing data from table 1 into matrix X can be seen in figure 3. Matrix X

$$X = \begin{Bmatrix} 38297 & 142697 & 0 & 50 \\ 37539 & 147388 & 0 & 23 \\ 29461 & 120644 & 0 & 14 \\ 21431 & 85992 & 4 & 9 \\ 17059 & 68694 & 0 & 38 \\ 20045 & 81635 & 1 & 16 \\ 18556 & 71333 & 6 & 42 \\ 15203 & 59075 & 1 & 32 \\ 23558 & 94946 & 2 & 29 \\ 18924 & 75144 & 0 & 11 \\ 9712 & 35757 & 0 & 5 \\ 20347 & 70066 & 3 & 27 \\ 10683 & 39169 & 2 & 17 \\ 19134 & 75151 & 0 & 21 \\ 6800 & 24663 & 0 & 35 \\ 17229 & 67999 & 2 & 20 \\ 17989 & 74234 & 1 & 29 \\ 16146 & 62875 & 0 & 12 \\ 34082 & 131566 & 3 & 39 \\ 31540 & 120555 & 9 & 42 \\ 9108 & 35749 & 2 & 47 \\ 25628 & 97278 & 1 & 30 \\ 24811 & 99468 & 2 & 23 \\ 8215 & 30805 & 3 & 24 \\ 28249 & 107727 & 3 & 23 \\ 18922 & 70878 & 3 & 19 \\ 47273 & 131435 & 6 & 27 \\ 29697 & 108045 & 1 & 43 \\ 24900 & 81659 & 4 & 24 \\ 17231 & 58175 & 5 & 37 \end{Bmatrix}$$

Figure 3. Matriks X

b. Determine the criteria of weight (W)

Before calculating, it is necessary to determine in advance how the criteria and weights will be used in calculating the ranking. As per the interview with the Owner and Marketing Manager, the weight value in the table below is the weight value with the wishes of the Owner, the weight value on the criteria is as follows:

Table 2. Criteria and Weight

No	Criteria	Weight
1	Number of Households	30%
2	Number of Working Populations	35%
3	Number of Universities	20%
4	Number of Industries	15%

c. Determine Cost or Benefit

At this stage, the cost and benefit are determined. Cost is a variable which means it needs to incur a cost or will be a loss to the company, while the benefit is a variable which means getting a profit for the company.

Tabel 3. Determining Cost/Benefit

No	Criteria	Cost	Benefit
1	Number of Households	-	√
2	Number of Working Populations	-	√
3	Number of Universities	-	√
4	Number of Industries	-	√

d. Normalize the X matrix to be an R matrix based on the formula of equation number (3).

The process of normalizing the decision matrix using the data contained in figure 4 to be calculated and its value will form a normalized matrix. The following is a calculation sample based on predetermined criteria.

1. For a large number of households included in the attribute (benefit), because the greater the value, the better..

So :

$$R_{11} = \frac{38297}{Max\ (38297;37539;29461;21431;17059;20045;18556;15203;23558;18924;9712;20347;10683;19134;6800;17229;17989;16146;34082;31540;9108;25628;24811;8215;28249;18922;47273;29697;24900;17231)}$$

$$= \frac{38297}{47273} = 0.81$$

Value of 0.81 for the calculation of Kec. Bandung Kulon

2. For the number of people who work, including the attribute (benefit), because the greater the value, the better.

So :

$$R_{22} = \frac{147388}{Max\ (142697;147388;120644;85992;68694;81635;71333;59075;94946;75144;35757;70066;39169;75151;24663;67999;74234;62875;131566;120555;35749;97278;99468;30805;107727;70878;131435;108045;81659;58179)} = \frac{147388}{147388}$$

= 1

Value of 1 for calculation Kec. Babakan Ciparay

3. For the number of universities included in the attribute (benefit), because the greater the value, the better,

So :

$$R_{320} = \frac{9}{Max\ (0;0;0;4;0;1;6;1;2;0;0;3;2;0;0;2;1;0;3;9;2;1;2;3;3;3;6;1;4;5)} = \frac{9}{9} = 1$$

Value 1 for calculation Kec.Batunggal

4. For the large number of industries included in the attribute (benefit), because the greater the value, the better.

So :

$$R_{41} = \frac{50}{Max\ (50;23;14;9;38;16;42;32;29;11;5;27;17;21;35;20;29;12;39;42;47;30;23;34;23;19;27;49;24;37)} = \frac{50}{50} = 1$$

Value of 1 for calculation Kec. Bandung Kulon

After calculating by normalizing the decision matrix X, it will get an R matrix that will be used in the ranking process. Below is the Matrix R can be seen in Figure 4.

$$R = \begin{Bmatrix} 0.81 & 0.97 & 0 & 1 \\ 0.79 & 1 & 0 & 0.46 \\ 0.62 & 0.82 & 0 & 0.28 \\ 0.45 & 0.58 & 0.44 & 0.18 \\ 0.36 & 0.47 & 0 & 0.76 \\ 0.42 & 0.55 & 0.11 & 0.32 \\ 0.39 & 0.48 & 0.67 & 0.84 \\ 0.32 & 0.40 & 0.11 & 0.64 \\ 0.50 & 0.64 & 0.22 & 0.58 \\ 0.40 & 0.51 & 0 & 0.22 \\ 0.21 & 0.24 & 0 & 0.1 \\ 0.43 & 0.48 & 0.33 & 0.54 \\ 0.23 & 0.27 & 0.22 & 0.34 \\ 0.40 & 0.51 & 0 & 0.42 \\ 0.14 & 0.17 & 0 & 0.7 \\ 0.36 & 0.46 & 0.22 & 0.4 \\ 0.38 & 0.50 & 0.11 & 0.58 \\ 0.34 & 0.43 & 0 & 0.24 \\ 0.72 & 0.89 & 0.33 & 0.78 \\ 0.67 & 0.82 & 1 & 0.84 \\ 0.19 & 0.24 & 0.22 & 0.94 \\ 0.54 & 0.66 & 0.11 & 0.60 \\ 0.52 & 0.67 & 0.22 & 0.46 \\ 0.17 & 0.21 & 0.33 & 0.68 \\ 0.60 & 0.73 & 0.33 & 0.46 \\ 0.40 & 0.48 & 0.33 & 0.38 \\ 1 & 0.89 & 0.67 & 0.54 \\ 0.63 & 0.73 & 0.11 & 0.86 \\ 0.53 & 0.55 & 0.44 & 0.48 \\ 0.36 & 0.39 & 0.56 & 0.74 \end{Bmatrix}$$

Figure 4. Matrix R

e. Performing the ranking process

In the ranking process, the calculation of the data contained in Figure 4 and the weights specified in table 2 are calculated using the equation formula based on the formula of the formula number (5)

The following are 5 calculation samples taken from a total of 30 sample calculations performed:

V_1 = (0.30)(0.81) + (0.35)(0.97) + (0.20)(0) + (0,15)(1)

= 0.73

V_2 = (0.30)(0.79) + (0.35)(1) + (0.20)(0) + (0,15)(0.46)

= 0.66

V_3 = (0.30)(0.62) + (0.35)(0.82) + (0.20)(0) + (0,15)(0.28)

= 0.52

V_4 = (0.30)(0.45) + (0.35)(0.58) + (0.20)(0.44) + (0,15)(0.18)

= 0.46

V_5 = (0.30)(0.36) + (0.35)(0.47) + (0.20)(0) + (0,15)(0.76)

= 0.39

f. Conclusion

Based on the calculation phase with the SAW (Simple Additive Weight) method, the results of the calculation of recommendations to expand marketing are Kec. Coblong with the first rank that has a value of 0.83. Below is a table after sorted by ranking for recommendations to expand new marketing can be seen in table 4.

Tabel 4. Recommendation Results

Order	Kota/Kab.	Results
V1	Coblong	0.83
V2	Batununggal	0.81
V3	Bandung Kulon	0.73
V4	Kiaracondong	0.71
V5	Babakan Ciparay	0.66

3. Determination of Market Position (*Positioning*)

At this stage, the determination of market position is done to determine the marketing expansion of YE'S Laundry based on table 4. So the Owner will be given the recommendation to determine the area of marketing expansion.

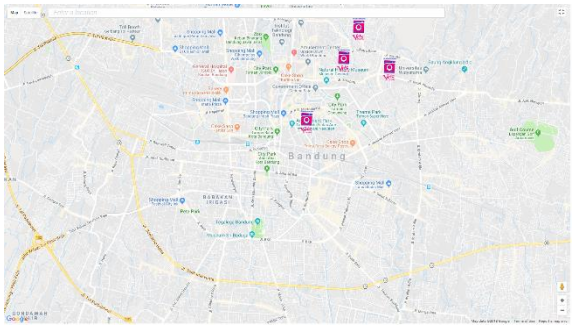

Figure 5. Recommendation Map for Expanding Marketing

2.2.1.1.2 Market Share Analysis for Raw Material Distribution

The purpose of the raw material distribution analysis is to find out the needs of each YE'S Laundry company in determining how much raw material is needed for distribution to each branch. There are 2 raw materials used, namely detergent and clothes deodorizer.

a. Determine the Distribution of Raw Materials

At this stage will determine the needs of each Laundry based on the needs of raw materials every month based on the total data kg / pcs on transaction data that can be seen in table 5.

Table 5. Data on Total Gross Weight at YE's Laundry

Month	Total KG/PCS (Center)	Total KG/PCS (Branch 1)	Total KG/PCS (Branch 2)
April	1957.3 Kg	1500.2 Kg	1022 Kg
Mei	2272.3 Kg	1473.2 Kg	1032.5 Kg
June	2542.5 Kg	1882.8 Kg	1145.6 Kg
July	2157.4 Kg	1522.8 Kg	1059.3 Kg
August	2512.5 Kg	1649.6 Kg	1002.6 Kg
September	2379 Kg	1384.6 Kg	1102.6 Kg
October	1759.9 Kg	1183.3 Kg	737.1 Kg
November	2080.7 Kg	1893 Kg	921 Kg
December	2055 Kg	1822.8 Kg	889.8 Kg
January	2279 Kg	1526.5 Kg	697.4 Kg
February	2519 Kg	1635.4 Kg	1045.4 Kg
March	2159.3 Kg	1446 Kg	1015.5 Kg
Total	**26673.9** Kg	**18920.2** Kg	**11670.8** Kg

Furthermore, the data in table 5 will be processed to get the results of the needs of each Laundry. The following is a calculation for the distribution of raw materials:

Total Kg/Pcs for a year at the center = 26673,9 Kg

Total Kg/Pcs for a year at the branch 1 = 18920,2 Kg

Total Kg/Pcs for a year at the branch 2 = 11670,8 Kg

Number of month in a year = 12 month

The amount of detergent in 1 kg of dirty clothes = 50 Gram

The amount of perfume in 1 kg of dirty clothes = 12 Ml

The following are the results of the calculation of the raw material requirements in each YE's Laundry which can be seen in table 6.

Table 6. Raw Material Needs at YE's Laundry

Laundry	Average Total Kg/bulan	Types of goods	Needs/Month)	
			Calculation	Results
Center	26673,9 / 12 = 2222,825 Kg = 2250 Kg (pembulatan dinaikan disesuaikan berdasarkan satuan Kg di *supplier*)	Deterjen	2250 x 50 = 112,500 Gram	= 115 Kg (pembulatan dinaikan disesuaikan berdasarkan satuan Kg di *supplier*)
		Pewangi	2250 x 12 = 27000 Ml	= 27 Liter
Branch 1	18920,2 / 12 = 1576,73 Kg = 1600 Kg (pembulatan dinaikan disesuaikan berdasarkan satuan Kg di *supplier*)	Deterjen	1600 x 50 = 80000 Gram	= 80 Kg
		Pewangi	1600 x 12 = 19200 Ml	= 20 Liter (pembulatan dinaikan disesuaikan berdasarkan satuan Liter di *supplier*)
Branch 2	26673,9 / 12 = 2222,825 Kg = 2250 Kg (pembulatan dinaikan disesuaikan berdasarkan satuan Kg di *supplier*)	Deterjen	1000 x 50 = 50000 Gram	= 50 Kg
		Pewangi	1000 x 12 = 12000 Ml	= 12 Liter

Based on the results of the calculation of needs, can be known the amount of distribution in each laundry by looking at table 7.

Table 7. Results of Raw Material Needs at YE's Laundry

Laundry YE'S	Detergent (Kg)	Fragrance (Liter)
Center	115	27
Branch 1	80	20
Branch 2	50	12

2.2.1.2 Acquisition Step

Ie the process of acquiring a new relationship at this stage will be carried out a process for recommendations for new marketing areas that aim to get new customers.

2.2.1.3 Retention Step

Retention phase in a dynamic CRM framework has the aim to provide information from the company to the customer so that the trust of customers towards the company is better. The following is an explanation of the features in the retention stage:

1. Company profile information
2. Information on company services
3. Promotional information
4. Information on Raw Material Data

2.2.1.4 Expansion Step

The expansion phase is the last phase of dynamic CRM, which is used to maintain customer loyalty to YE's Laundry. Facilities that will be built at the expansion stage do criticism and suggestions from YE's Laundry customers.

2.3 Database Analysis

The database aims to analyze the data that will be applied in a system. Database modeling uses entity relationship diagrams (ERD). Database modeling can be seen in Figure 6.

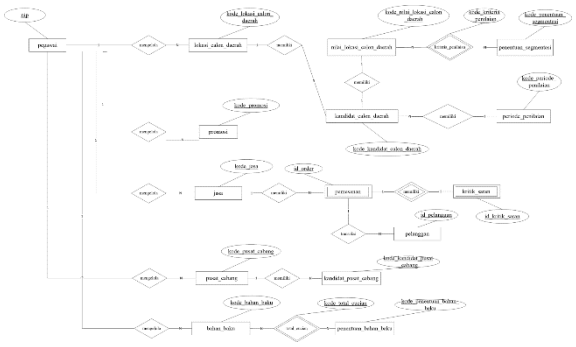

Figure 6. Entity Relationship Diagram YE'S Laundry

2.4 Context Diagram

The context diagram is the highest level diagram of the DFD. There are 4 users who play a role in this system, namely Owner, Marketing Manager, Counter, and general users where each actor has different info and data rights which can be seen in Figure 7.

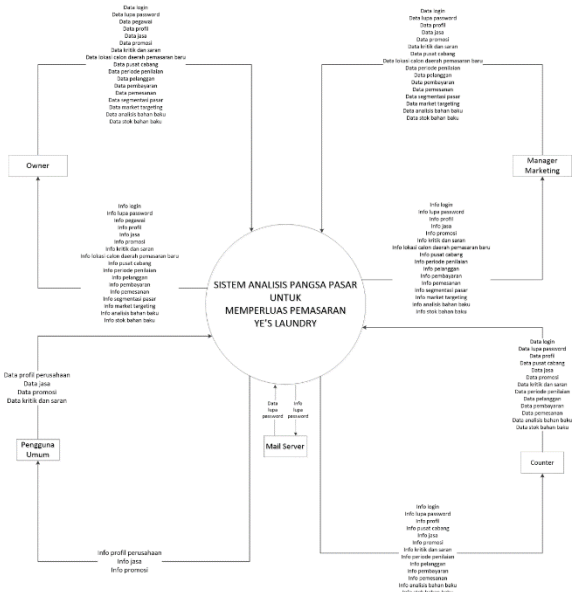

Figure 7. Context Diagram of YE's Laundry Market Share Analysis System

2.5 Data Flow Diagram (DFD)

Level 1 data flow diagram The Market Share Analysis System to Expand YE's Laundry Marketing can be seen in Figure

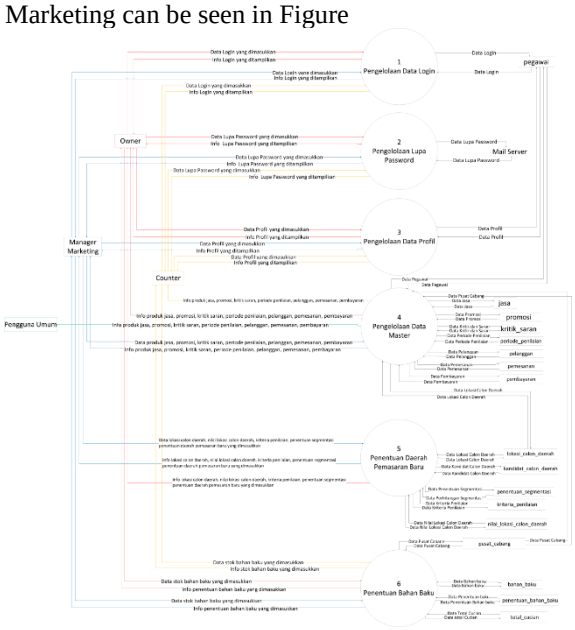

Figure 8. DFD Level 1 Market Share Analysis to Expand Marketing

2.6 Relation Scheme

Relationship scheme is a series of relationships between multiple tables in the database system. Explanation of the database in this system can be seen in Figure 9.

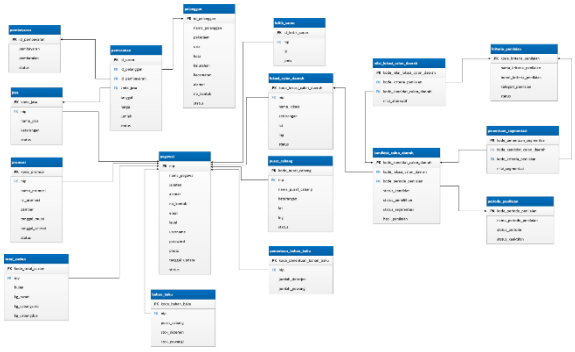

Figure 9. Relation Scheme

2.7 Interface Design

Interface design is an illustration of the appearance of the system to be built. The design is made based on the input and output of the system used. The following is an example of the owner's main page interface design seen in Figure 10.

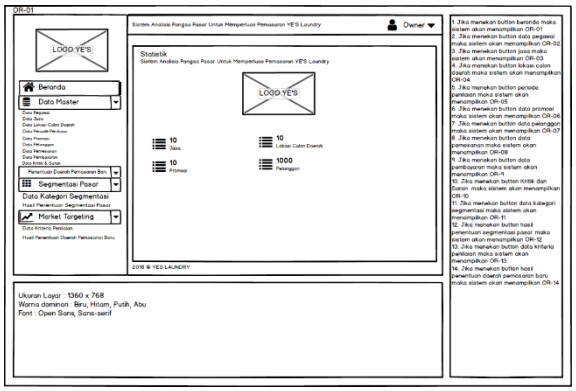

Figure 10. Interface Design Owner's Main Page

2.8 System Testing

System testing is the most important thing that aims to find errors or deficiencies in the system being tested. Testing this system using black box testing. Black box testing focuses on the functional requirements of the software.

The test plan that will be carried out is by testing the system built in Black Box and User Acceptance Test (UAT).

2.8.1 Functionality Analysis

Functional testing performed using black boxes is focused on the functional requirements of the software to be built. Based on the results of functional testing that has been carried out on the market share analysis system for the opening of YE's Laundry's new marketing area, it can be concluded that the system is functionally in accordance with the initial design and has met the system requirements as expected.

2.8.2 UAT (User Acceptence Test) Testing

The newly built application must be tested for suitability and reliability through the User Acceptance Test (UAT) as one of the requirements that the application has been accepted by the user/user.

2.8.3 Beta Testing

Beta testing is a direct test in the real environment. Users evaluate the software using the interview method. From the results of the interview, it can be concluded that the software that is built is in accordance with the purpose or not. Interviews are conducted with the Owner and Marketing Manager and Counter at YE's Laundry.

3. CLOSING

At this stage the results of the conclusions obtained after analyzing, system design and implementation of the built software and suggestions for further software development.

3.1 Conclusion

Based on the analysis and testing that has been done, a conclusion can be drawn as follows:

This Market Share Analysis System to Expand YE'S Laundry's New Marketing Area can help Marketing and Owner Managers at YE'S determine which areas have a high market share to expand YE'S Laundry marketing and can help the Owner in setting appropriate and efficient raw material requirements in center and branch of YE'S Laundry.

3.2 Suggestion

In order for the system to be built to work better, it can be added as follows:

There is an increase in market share analysis of competitors in the market share analysis system for the opening of YE'S Laundry's new marketing area, as well as more accurate/detailed data on raw material usage so that in analyzing the needs it will be even better.

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