CHAPTER II

THE BUSINEES OF UNICARD

2.1 Description of The Company

UniCard Company is a business that I built in order to do the job training; one of the course requirements at the faculty of letters, Indonesia University of Computer. This business manufactured a unique educational product which is named UniCard; a card with attractive design to help children and students in learning English. UniCard offers a new learning system. It shows the change of verbs to the form of the present, past and past participle. It is also equipped with tenses. UniCard is designed uniquely and attractively to attract children and students interest. Children can use it easily to learn irregular verbs and tenses. The teachers also can use it to teach students irregular verbs through game, so learning English should not really make children bored easily.

2.2 Vision and Mission

2.2.1 Vision

The visions of this business are to motivate children learning English and to develop children's ability in understanding English. Through these visions, I want to make children memorize irregular verbs easily by playing a game so that they can learn while playing.

2.2.2 Mission

To achieve the visions, this company creates an education game that motivates children to learn English irregular verbs. The game is designed attractively and uniquely to interest children in learning English irregular verbs.

2.3 Production Process

The production process began with collecting some verbs and their change to the form of the present participle, past, and past participle. I collected 80 verbs as I stated in the table.

say	do	let	tell	Give	lead	ring	think	drink
see	go	lie	wake	Grow	lend	rise	teach	drive
set	be	fly	wear	Hang	lose	shall	throw	fight
buy	hit	put	send	Have	make	shine	write	catch
sew	run	sell	will	Hear	mean	sleep	begin	leave
sit	eat	sing	blow	Hold	meet	speak	break	fight
cut	get	tell	come	Hurt	must	spend	bring	become
win	may	take	fall	Keep	read	stand	catch	understand
can	pay	tear	find	know	ride	steal	choose	

They are provided in a unique card. The process of making design begins with designing a basic card that contains verbs and their change to the form of the present participle, past and past participle, then designing a circle card. After the process of making design is finished, the card is printed. The production process is done at the printing office, PT. Ardie Putra Grafindo. It is located at Jl. Kasuari 9 No. 69 Cikarang Baru.

2.4 Marketing Ways

This company has marketing ways, such as offering product to schools and bookstores, collaborating with the teachers, selling the product to the consumers, neighbors, relatives, friends, family, and distributing brochures so that people know about our product and order it.

2.5 Organization and Management

The business of UniCard was built to help children in learning English irregular verbs. I got the fund to build this business from my parent. I built and managed this business with Mr. Rohani. His responsibilities are making a design and printing UniCard. My responsibilities are noting the transactions, making the financial reports, buying the equipments, marketing the product and giving the brochures.

2.6 Structure of Organization

