CHAPTER II

THE BUSINESS OF SI DUPAN POSTER

Si Dupan Poster (SDP) was a company built by six students of English Department of Indonesia University of Computer. The company ran in poster business specifically English poster. The posters that SDP produced were according to consumers order.

Si Dupan Poster was located at Jl. Tubagus Ismail Bawah No. 40 Bandung.

2.1 Management Team

Head of Team	: Ganjar Maulana
Finance	: Ganjar Maulana
Materials Processor	: Mochamad Fajar Akbar
Design	: Hendri Sukma
Transportation	: Ronny Gumilar
Production	: Arief Febriyanto
Promotion	: Donna Pradana

2.2 Job Description

Head of Team:

- Leading the company,
- Giving direction to all the members of the team.

Finance:

- Making finance plan
- Making the income and outcome report
- Making finance report

Materials Processor:

- Searching materials for poster based on consumers' order
- Evaluating the materials for the poster

Design:

- Designing the poster
- Evaluating the design

Transportation

- In charge in all transportation for production, promotion, and distribution.

Production

- In charge in printing the poster

Promotion

- Promoting the poster
- Taking order from consumers

The job descriptions of all the members were flexible.

The company only operated for about two months, since July until the early September 2011.

2.3 Business Plan

2.3.1 Description of Venture

Conventional media such as textbook basically is used in learning English. However, it seems not very effective in consideration of ineffectively and less attractive so that many people are not interested in learning it.

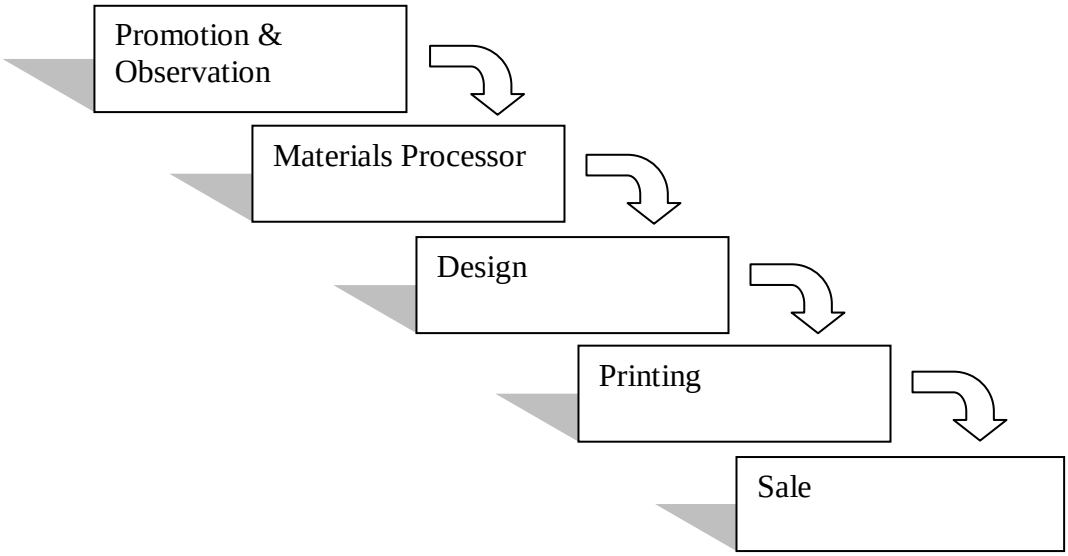
Such issue leads us offering a more practical and attractive media in learning English; it is a poster. We offer Basic English Poster on a par with materials for Elementary and High School students. We design the poster as attractive as possible.

We believe that this business is very prospective because beginners need any kind of media to learn English for example media poster. A unique and varied poster will be helpful in learning English.

2.3.2 Operation Plan

The business starts with the promotion by approaching consumers. By approaching it means that we come to the consumer target, offer to make a poster, and ask them what kind of poster that they want or need. We then observe the materials needed by consumers in learning English. Result of the observation will be processed and corresponded so the materials will be appropriate for beginner. Next, those materials are presented on an attractive, unique, and varied design.

The office of our company was located at Jl. Tubagus Ismail Bawah No. 40 Bandung. The detail for the production process is described as follow:



2.3.3 Marketing Plan

2.3.3.1 Analysis of STP (Segmentation, Targeting, Positioning)

The segmentation of our product is for the beginner learners. At this time most of the media used is textbook which tends to be tedious therefore we offer a more attractive media; poster. There are two ways of marketing process that we conduct:

1. Offering directly to the consumers by approaching them.
2. Offering online via Facebook, Twitter, and Kaskus.

2.3.3.2 Product and Price:

The size of our product is A3+ (35cm x 50cm) with price Rp10.000,00 per item. There will be discount 10% given by purchasing three items.

2.3.3.3 Venture Analysis

The strength of our product is that it is based on consumers order but there is a weakness of this business. It happens if consumers are more interested in searching references from other sources like internet. However, references from internet usually less fulfilling because it is not based on what consumers want or need. Besides, media internet is not commonly used in some certain places like in a village which became our marketing target. Therefore, we see that the opportunity of this business being successful is possible.

2.3.3.4 Financial Plan

The table below is the venture outcome for this business:

No	Activities	Charge
1	Printing 70 posters @ Rp5.000,00	Rp350.000,00
2	Plastic Cover	Rp30.000,00
3	Transportation	Rp50.000,00
4	Internet	Rp50.000,00
5	Administration	Rp20.000,00
6	Emergency	Rp100.000,00
	Total	**Rp600.000,00**

Venture capital for this business is collected from the investments of all members in the management team.

No	Name	Investment
1	Ganjar Maulana	Rp100.000,00
2	Mochamad Fajar Akbar	Rp100.000,00
3	Donna Pradana	Rp100.000,00
4	Hendri Sukma Indrawan	Rp100.000,00
5	Ronny Gumilar	Rp100.000,00
6	Arief Febriyanto	Rp100.000,00
	Total	**Rp600.000,00**

Then here is the venture income of Si Dupan Poster.

No	Activities	Profit
1	Selling 70 posters @ Rp10.000,00	Rp700.000,00
	Total	**Rp700.000,00**

Venture income – venture outcome = venture profit

Rp700.000,00 – Rp600.000,00 = Rp100.000,00