

ABSTRAK

RENCANA BISNIS PENGEMBANGAN USAHA DENGAN METODE WARALABA (STUDI MARLEY BARBERSHOP)

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Penelitian ini bertujuan untuk merancang rencana bisnis pengembangan usaha dengan metode waralaba pada Marley Barbershop. Penelitian ini menggunakan desain penelitian deskriptif kualitatif dengan metode pengumpulan data melalui wawancara, observasi, dan studi kepustakaan. Penyusunan rencana bisnis dilakukan menggunakan identifikasi kanvas bisnis model yang meliputi proposisi nilai, segmen pelanggan, saluran, hubungan pelanggan, arus pendapatan, sumber daya utama, aktivitas kunci, mitra utama, dan struktur biaya serta deskripsi kerangka bisnis waralaba yang meliputi: pertama, visi, misi dan tujuan waralaba Marley Barbershop. Kedua, perencanaan pemasaran yaitu terkait profil produk dan jasa, strategi penetapan harga, identifikasi kompetitor, identifikasi *point of parity* (POP) dan *point of difference* (POD), dan strategi distribusi pemasaran serta promosi. Ketiga, perencanaan operasional yaitu terkait proses bisnis dan strategi penjaminan mutu. Keempat, rencana sumber daya manusia yaitu terkait struktur organisasi, perekrutan sumber daya manusia, dan sistem penggajian.

Kata Kunci: Rencana Bisnis, Pengembangan Usaha, Waralaba, *Barbershop*

ABSTRACT

BUSINESS DEVELOPMENT PLAN

WITH FRANCHISE METHOD: CASE MARLEY BARBERSHOP

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This study aims to design a business development plan using the franchise method at Marley Barbershop. This study used a qualitative descriptive research design with data collection methods through interviews, observation, and literature study. The preparation of a business plan is carried out using the identification of a business model canvas which includes the value proposition, customer segments, channels, customer relationships, revenue streams, main resources, key activities, main partners, and cost structures as well as a description of the franchise business framework which includes: first, vision, the mission and objectives of the Marley Barbershop franchise. Second, marketing planning, which is related to product and service profiles, pricing strategies, identification of competitors, identification of point of parity (POP) and point of difference (POD), and marketing distribution and promotion strategies. Third, operational planning, which is related to business processes and quality assurance strategies. Fourth, the human resources plan, which is related to organizational structure, recruitment of human resources, and payroll systems.

Keywords: Business Plan, Business Development, Franchise, Barbershop