

INTISARI

Berkembangnya teknologi dengan sangat pesat, membuat para pebisnis perlu untuk meningkatkan daya saing mereka dengan amunisi teknologi yang tepat, tidak terkecuali untuk bisnis di bidang jasa kecantikan. Berkaca dari kondisi Kota Depok yang dipenuhi dengan kemacetan, maka hal ini akan menjadi sesuatu yang cukup mengganggu bagi para calon konsumen yang ingin menikmati fasilitas jasa kecantikan. Berawal dari kondisi tersebut, muncul ide untuk menggabungkan teknologi dengan bisnis jasa kecantikan. Hal ini ditujukan agar calon pelanggan dapat menikmati fasilitas salon kecantikan hanya dengan sentuhan jemari di telepon pintar mereka masing-masing dan dari perangkat tersebut dapat memesan para tenaga ahli untuk datang ke tempat yang sudah disepakati oleh kedua belah pihak. Untuk membuat perencanaan bisnis ini layak untuk dijalankan maka diperlukan analisa yang baik dalam hal strategi dan finansial sehingga para investor akan tertarik untuk mendanai bisnis ini. Dalam hal strategi, perancangan bisnis ini akan mulai menjaring rekanan dan tenaga ahli di awal tahun sebagai media untuk beroperasi dan menarik minat calon pelanggan. Di pertengahan tahun yang sama, calon pelanggan sudah mulai di jaring untuk pelaksanaan di tahun depan, sehingga untuk tahun berikutnya sudah dapat dipastikan adanya pemasukan awal dari bisnis ini. Untuk mendukung strategi tersebut, maka diperlukan juga perhitungan kelayakan finansial yang terdiri dari estimasi arus kas dan evaluasi proyek. Dari asumsi perhitungan selama 5 tahun pertama, didapatkan nilai NPV untuk skenario pesimis adalah sebesar Rp 61.304.128.472 dengan IRR 17% serta untuk skenario optimis diperoleh nilai NPV sebesar Rp 63.118.001.301 dengan IRR 18%. Dengan perhitungan ini, diharapkan investor tertarik untuk mendanai bisnis ini.

Kata Kunci: Layanan daring terpadu, bisnis elektronik, jasa kecantikan, komputasi awan, peta empati, kanvas model bisnis, kelayakan investasi.

ABSTRACT

As the advancement of technology that has grown rapidly nowadays is forcing on every business person to increase their competitiveness with any solutions on the exact or precise term of technology that they could barely handle, beauty services business is not an exception. Reflecting from the actual situation that we could see in Depok, West Java, where bad traffic in all dimensions are existed, that will be nuisance things for the customers and even for the prospective customers who wants to get on the fast, effective and efficient treatments of beauty services. Based on the situation above, the researcher is having an idea to combine between the appliance of technology and beauty services business. The researcher believes that if there is any technological appliances that added with the beauty services business, every customers as well as every prospective customers will have a good access to be interactively connected with many beauty services businesses anytime and anywhere only by touching their fingers on their smart phones and connected directly with the beauty experts along with the beauty services without being afraid to be trapped by the bad traffic jam. Therefore, in order to make this business plan worth to come into effects, good analysis on the strategy and financial sectors are needed to be taken into action so that many investors are interested to invest in this business. In terms of the strategy of this business plan, it is needed to have any business partnerships with several partners as well as with several experts regarding to the business fields in the first year as the media for operating and attracting the prospective customers. In the mid-term year, that is at the same year, it needs to have embracing the prospective customers for next year, so that it could be noted as the first income of the business. On supporting the strategy, the calculation of financial worthiness that consist of cash flow estimation and project evaluation is highly needed. On the assumption of the first five (5) years calculation, the NPV of pessimistic scenario is worth of Rp 61.304.128.472 with IRR of 17% and NPV of optimistic scenario is worth of Rp 63.118.001.301 with IRR of 18%. Furthermore, by aiding with this calculation, many investors are hopefully to be interested on investing for this business sector.

Keywords: Integrated online services, electronic business, beauty services, cloud computing, empathy mapping, business canvassing model, worthiness of investment.