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Marketing Analysis over Start-up Business in Lifestyle (Combining Barbershop and Coffee shop) at PT. Jeeva Work Corporation

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The phenomenon of changing the hair style and coffee shop has become a part of our lifestyle. Business opportunities in both sectors are very large. In 2020, the barbershop market share is 52.65% or 74,921 people in the area of West Java, with a population of 142,300 inhabitants. PT. Jeeva Work Corporation is a private company in the Barbershop and coffee shop sector especially for men who are starting to try to be stylish and more aware of their appearance by choosing stylish hairstyles. The company takes advantage of this opportunity by establishing a premium barbershop business, which is provides technology to select hair models in the form of menus with a remodeling application and provides rapid registration technology by developing an online registration application, and equipped with coffee shop facilities under the brand of Jeeva Barber Coffee.

Keywords: Marketing Mix and Jeeva Barber Coffee

1. INTRODUCTION

Having an attractive appearance has become an important thing for both men and women always looking forward to do it. In the past, men often thought that appearance does not really important. However, men are now starting to realize that a neat and attractive appearance has become part of their lifestyle. Therefore, the barbershop is a business which has the potential to seize this opportunity [1, 2]. PT. Jeeva Work Corporation aims to enliven this business to answer public expectations, especially for men, who are starting to try to be stylish and more aware of their appearance by choosing stylish hairstyles. Another thing which relates to it is a phenomenon of drinking coffee in a coffee shop; which is now also becoming a part of our lifestyle [3, 4]. Internet or electronic marketing is the marketing of products or services by using electronic media or internet. PT. Jeeva Work Corporation's digital marketing is carried out through Instagram and Facebook as well as making promo with marketing mix [5, 6]. The purpose is to make the customers loyal, so their satisfaction can be met. Moreover, there is also a utilization of the re-model apps

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process, e-registration in the registration process, as well as joining Go-Jek through Go-CUT at certain operational hours [7]. All of this is to make customers able to set their own models or schedules with the Stylist who works in Jeeva. Here, before selling a product, there should be a planned strategy from the marketing aspect. It is important to investigate the feasibility to ensure the achievement of expected sales levels in the future.

2. METHODOLOGY

The marketing target of Jeeva Work Corporation is to achieve a market share of 18.2% and 25.4% in the fifth year, with an average sales growth of 75% per year.

A. Segmenting

The segmentation for Jeeva Work Corporation is based on age and income; which are men with an age of 15 to 54 years, who are concerned with their appearance and usually called metrosexual with middle-upper income. Jeeva Work Corporation defines its market segment for the middle-upper social class by building characteristics which can attract the interest of the society from that social class, as well as people who have metrosexual lifestyle.

B. Targeting

The company is considering whether to choose a mass, several, small, or very small segments. After the company has chosen its market segment, it will decide how many market segments to target. Our main target is the metrosexual and urbanites, both teenagers and adults who live in urban areas of Bekasi and its surrounding areas. The tendency of men who are very concerned about their appearance can be assumed to be in need of a hair care, where it is an interest in their lifestyle. That is why they will usually use the services from our barbershop.

C. Positioning

Positioning Strategies conducted by Jeeva Work Corporation is using Perceptual Mapping with diagram techniques, which is used by marketers (see Figure 1).

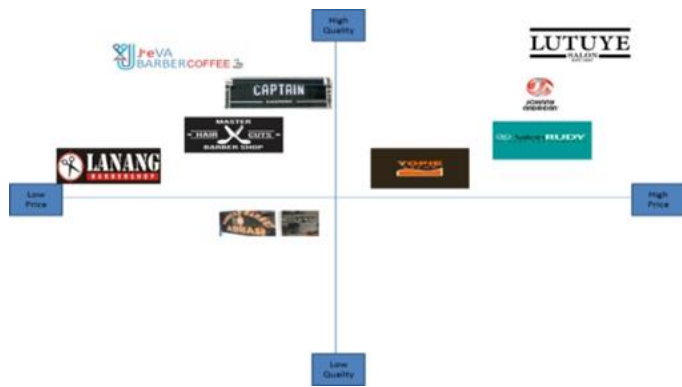


Figure 1. Barber's Perceptual Mapping

D. Marketing mix

The marketing which can determine the success of Jeeva Work Corporation in pursuing profit or maximum profits is by increasing the number of customers and sales results. The reason is because it uses all marketing tools in a company which is incorporated in the 7P concept; which are products, prices, promotion, place, participant, process, physical evidence. Jeeva Work Corporation reaches the largest market share, which is B2C, by emphasizing the achievement of an average sales growth of 73% for the next five years. This requires the application of effective and appropriate marketing tactics for marketing management.

3. RESULT AND DISCUSSION

A. Sales Blue Print with 7P method

Sales Blue Print with 7P method used by Jeeva Work Corporation is in accordance to the marketing mix management which is a good marketing tool, including products, pricing, promotion, distribution; combined to produce the desired response of the target market. In marketing mixes of service companies, there are elements which are the basis for consideration of decision making in making marketing communication strategies, namely

4P plus 3P: product, price, place, promotion, people, process, and physical evidence. It is the best customer-selected barber service, which is supported by modern haircut application technology and men's grooming products, combined with a coffee shop (hang out) facility in one business unit. There are two strategies regarding price; namely member and non-member price, with an average pricing starting from 50,000 and up to 150,000, depending on the services selected or received by customers. The services ranging from dry haircuts, shampooing, massage, ear treatment, and pomade. A strategic place or location will be one of the advantages for the company, since it is easily affordable by consumers, the high cost of the location can be compensated by reducing marketing costs. On the other hand, the less strategic location will require more expensive marketing costs to attract consumers and be supported by comfortable facilities, both at the Barbershop and Coffee shop. Promotion is an activity and material in which its application is using techniques, under the control of the seller or manufacturer, that can communicate interesting persuasive information about the products being offered, both directly or through parties which can influence the purchase. The purposes of promotion are such as to identify and attract new customers, communicate new services and products, increase the number of consumers for services and products which are already famous, inform customers about improvements in the quality of the product, invite consumers to come to the place of service and product sales, motivate consumers to use the service and buy a product. Also these are some of the promotion strategies which are currently being conducted below the line (BTL) such as Discount, Product bonus, Product sampling e.g. Digital: Youtube, Facebook, Instagram, Email Marketing; E-Commerce Business: working together with Gojek and Go-CUT (online Registration); Communication Media (see Figure 2).

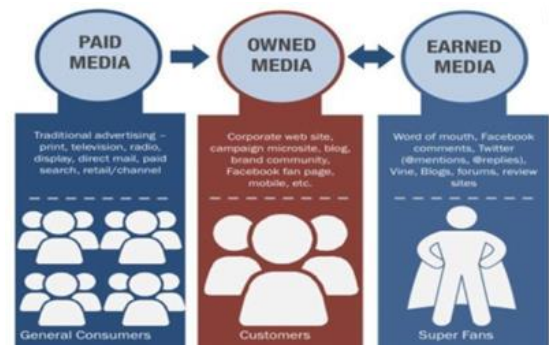


Figure 2. Communication Media

This company is supported by experienced and certified stylists who come from ASGAR (ASLI GARUT), where one outlet will be filled with six stylists and has four seats, as well as four experienced and certified baristas. The registration process can be conducted through online

registration (Android Based) and before the hair cutting process, it can be done through online re-models; which is in collaboration with E-commerce (Gojek/Go-CUT). The characteristics which become the requirements with an increased value for customers in service companies are part of physical evidence. Attention to the interior, building equipment; including lighting systems and roomy layout are an important concern which can affect visitors' mood. Moreover, the company is making customers to feel "free to choose their own hairstyle" with the Online Re-Model program. This will make them satisfied and the Stylist can cut the customer's hair according to their "need and want".

B. Promotion Strategy

Our promotion strategy is below the line: Digital marketing such as social media, video content, web design, branding (see Figure 3).



Figure 3. Jeeva Barber Coffee's Banner

Jeeva Work Corporation use this strategy for the branding in the locations around them by using banners, flyers, posters and backdrops. The strategy is working with agencies, schools and offices. The branding can also be done by creating events for young people such as students, college students, and communities.

C. Below the Line (Digital Marketing)

Using social media such as Facebook and Instagram, in the concept of advertising. Here, facebook platform is used to market Jeeva Work Corporation due to the large number of the users, especially in Indonesia. In 2014 alone, the Facebook users in Indonesia accounted for 60.3 million, the fourth-biggest worldwide. By using Facebook ads, Jeeva Work Corporation wants to quickly increase the number of friends or followers on Facebook. This makes the promotion by Facebook ads became one of the right choices. However, in another social media facility which is trending nowadays and used as a medium to market Jeeva Barber Coffee is Instagram. The marketing is conducted by creating photos & video contents (youtube), adding Hashtags and making Instagram Business Accounts.

Creating a web which will be linked to social media, such as Facebook and Instagram (see Figure 4).

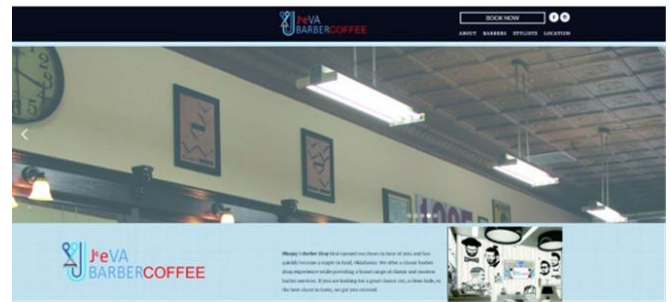


Figure 4. Jeeva Barber Coffee's Web Design

D. Sales Strategy

The sales strategy uses a re-model program which is said to be a startup as well as by making an online registration in collaboration with Gojek (Go-CUT). This makes it easier for customers to access it and with a re-model, it makes it easier for them to choose what hairstyle they want and it makes Jeeva became a comfortable place which make them want to come back. Jeeva Barber Coffee through its ideas, skills, politeness, and warmth of each employee has created the impression of trust in all customers, and builds loyalty as well as frequent visit from customers.

E. Customer Relationship Management (CRM)

A true CRM requires long-term strategies and processes which create long-lasting customer satisfaction. The reason is because customers feel more comfortable in doing businesses with the company and with the products offered. CRM aims to create customer value, so that customers are satisfied and can maximize the profit for the company as well as obtain a comparative advantage by paying attention to the product quality in order to provide excellent satisfaction for customers. CRM marketing strategy intends to create customer loyalty. Its application is created by the marketing management to business market customers through continuity marketing. Building strong, long-term relationships with customers requires a concentrated effort from all employees and management to find out what satisfies customers and what is valued by them. CRM conducted by Jeeva Work Corporation focuses on customer relations, orientation on high emphasis on service, high commitment from customers for the satisfaction offered by the company, and management as well as all employees' attention to service quality in satisfying customer desires. CRM at Jeeva Corporation includes the following activities such as contact and account management at Jeeva Work Corporation uses database system, website, e-mail, facebook, Instagram, twitter and phone numbers which are listed on the website. Moreover, customers' accounts are also stored in a database, which will facilitate the company's management in providing the latest information; which is usually updated to the customers' email.

To make an order registration, it is conducted through an application which is connected via internet. The customers can order by using an application, which is available to download on an Android Smartphone or iOS. Here, marketing and fulfillment of service orders can be done through the application. Moreover, the company also promotes digital media (websites, social media, phone, e-mail). It is a forum for discussion between consumers and company management via the website.

4. CONCLUSION

PT. Jeeva Work Corporation is a private company in the Barbershop and coffee shop sector, especially for men, who are starting to try to be stylish and more aware of their appearance by choosing stylish hairstyles. The company takes advantage of this opportunity by establishing a premium barbershop business, which provides technology to select hair models in the form of menus with a remodeling application, and provides rapid registration technology by developing an online registration application, and equipped with coffee shop facilities under the brand of Jeeva Barber Coffee.

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