

Executive Summary

Laundry is a daily chore in our life that consume a lot of time. In fact, every person needs to spend 24 hours on average to do their laundry every month. Laundry industry is a big opportunity as the total laundry revenue is up to 900 Billion Rupiah (ASLI 2017). With high existence of apartment units, its lack of space to do the laundry, and the conflicting operational hours of laundry especially for working people; Happy Clean sees the opportunity in innovation of laundry business. Happy Clean uses 24/7 smart lockers and integrated laundry operational system to provide convenience and availability, targeting people who lives in the apartment.

Having high market opportunity and unique way to solve the user pains, Happy Clean aims to become the top five laundry brand, have 13 distribution centers, and to serve 25% of the laundry market share in Indonesia after its 5 years operation. Happy Clean's smart lockers will be located across apartments in JADETABEK. Everyday, Happy Clean will pick up clothes from the smart lockers and put the clean clothes back in the smart lockers within two days. Happy Clean customers pay Rp. 50.000, - / bag for laundry kiloan service and various price will be charged for laundry satuan service. The process of customers' laundry progress can be tracked through the smartphone application.

Happy Clean uses a differentiation focus strategy to achieve its target by implementing new ideas of using 24/7 smart-locker where laundry is picked up and dropped so users can have freedom and flexibility. This aligns with Happy Clean vision to give convenience for the customers. The smart lockers will also be integrated with the smartphone application. Therefore, customers can easily make an order, followed by cashless and digital payment. After settling an order, customers can just drop the laundry, then track the progress while waiting for the laundry to be done. After the process, the clean laundry can be picked up at the same smart locker the clothes were once dropped of.

The seamless process of Happy Clean can be done with the support of an integrated information system between customers (front end) and operation (back end). The operation will be equipped with the technology to track the progress of the laundry to the customers for their convenience; Also, the system will help the operation management to track the performance and track the laundry footprint

whenever there is a problem. The strategy will help Happy Clean to achieve operational excellence to give the customers high-quality laundry service.

Happy Clean is targeting people lives in middle-low, middle, and middle up apartments. To achieve the target and raise awareness, Happy Clean is focusing on digital marketing as Happy Clean product is heavily leveraging the use of technology. In addition, Happy Clean is using a small proportion of offline promotion to boost awareness such as joining an event. As a business selling the service for its profitability, human resources are one of the important capitals to manage and maintain good quality in service. Hard skill training is one of the strategies to maintain business standard quality. Also, a great company benefit will help Happy Clean to attract qualified and loyal employees to support the service of Happy Clean.

Within the first year of operation, Happy Clean receives more than 500 orders per day. This will result in 33 billion Rupiah NPV within 5 years with an initial investment of 10 billion Rupiah in the first year. Happy Clean has a payback period of 3 years 11 months. Within 5 years Happy Clean will have 18.8 billion Rupiah Net Income (NI) and its Net Profit Margin (NPM) is 25% and these will keep growing in the following year.

