

RINGKASAN EKSEKUTIF

Industri otomotif di Indonesia terus mengalami perkembangan yang cukup pesat. Seiring dengan peningkatan jumlah kendaraan bermotor, kebutuhan akan mencuci kendaraan terus meningkat. Cucibro *mobile premium car wash* berupaya untuk menyelesaikan permasalahan diatas dengan memberikan layanan utama yang berbeda dengan layanan cuci mobil pada umumnya yaitu dengan menggunakan *two-bucket method*.

Sebelum memulai bisnis Cucibro melakukan penelitian kualitatif maupun kuantitatif, Cucibro melihat di daerah BSD masih sedikit tempat cuci mobil premium. Ide untuk membuat *home service carwash* muncul karena untuk mencuci mobil di BSD sangat membuang waktu karena antrian yang terlalu ramai. Ada keluhan dari mahasiswa yang merasa sulit untuk menjaga kebersihan mobil karena tingkat kesibukan yang tinggi, pada akhirnya terdapat ide membuka peluang untuk membuat layanan *campus carwash*.

Dalam jangka pendek Cucibro akan menambah kapasitas pencucian dengan menambahkan satu *outlet campus carwash dengan armada mobile carwash*, dan jangka panjang kelompok akan menambah wilayah jangkauan untuk layanan yang diberikan hingga mencakup Jabodetabek. Untuk saat ini Cucibro telah memiliki 3 paket pencucian dengan rentang harga mulai dari Rp 35.000 hingga paket terbaik Cucibro ditawarkan dengan harga Rp 100.000.

Cucibro memiliki Visi "*To be the best & largest premium mobile car wash in Indonesia, and easily reachable by everyone when needed.*" Sehingga nilai-nilai yang dianut oleh Cucibro adalah *POISE, Proper, On-time, Integrity, Sustainability*, dan *Efficiency*. Cucibro akan memberikan pelayanan yang terbaik untuk konsumen, mengutamakan kepuasan konsumen, dan selalu mengembangkan layanan untuk selalu menjadi yang terbaik.

Kata Kunci	:	Cuci Mobil, Premium, BSD City, Industri Otomotif
Bidang Usaha	:	Layanan

EXECUTIVE SUMMARY

Indonesia's motoring industries have seen a remarkable amount of growth. As there are more cars than ever on the road, the needs to maintain its condition are at its peak, which make car wash industry attractive. Yet we have seen one major issue at this industry, particularly where the majority of car washes do not apply the correct method of washing thus results in scratches and swirl mark. Cucibro Mobile Premium Car Wash aims to solve this problem by providing affordable car wash in premium two-bucket method.

Prior to starting the business, Cucibro team need to perform researches in order to analyze demand in particular area. Cucibro sees no affordable premium car wash in BSD City, thereby leads to queue and longer waiting time in the industry. Moreover, with 3 major University in the area, student told that they do not have enough time to look after their car due to packed timetable. This opened-up opportunities for Cucibro to provide as well campus car wash so that student are able to keep up with their studies as their car are being treated.

In order to maintain its growth, Cucibro sets short-term and long-term goal. In near future, Cucibro aims to open up its second campus branch including the mobile car wash fleet. For the long-term, Cucibro aims to expand its service area towards greater Jakarta. Currently Cucibro provide 3 varieties of services, starting from Rp 35.000 up to Rp 100.000.

Cucibro sets its vision as "To be the best & largest premium mobile car wash in Indonesia, and easily reachable by everyone when needed." Furthermore, Cucibro also hold its values as *Proper, On-time, Integrity, Sustainability, and Efficiency* also abbreviated as POISE. Through these values, Cucibro promises to always prioritize customer satisfaction and to continuously develop our services to be better.

Keywords	:	Car Wash, Premium, BSD City, Motoring Industries
Business fields	:	Service