

RINGKASAN EKSEKUTIF

Clean It! merupakan produk pembersih sepatu yang mempunyai proposisi nilai berupa multifungsi (dapat digunakan untuk membersihkan berbagai jenis bahan sepatu) dan praktis. Visi Clean It! adalah menjadi produk pembersih sepatu yang terbaik, terpercaya, dan terjangkau di Indonesia.

Ide ini berasal dari permasalahan sepatu yang mudah kotor, kemalasan orang membersihkan sepatu karena prosesnya yang lama, dan kurangnya pengetahuan orang terhadap cara membersihkan sepatu yang benar. Walaupun saat ini beberapa produk pembersih sepatu sudah tersedia di pasar, namun produk tersebut sulit dijangkau dan hanya bisa digunakan untuk satu atau beberapa jenis bahan sepatu saja. Oleh karena itu, Clean It! hadir dengan memberikan solusi berupa bahan alami yang aman dan mampu membersihkan berbagai macam jenis sepatu dalam waktu yang singkat.

Target pasar Clean It! adalah mahasiswa golongan SES B dengan rentang usia 20-24 tahun. Clean It! telah melakukan penelitian, pengujian produk serta penyusunan perencanaan strategi untuk memenuhi pencapaian target pasarnya. Namun, target belum tercapai dikarenakan penentuan target penjualan yang terlalu tinggi, aktivitas pemasaran yang belum maksimal, dan tampilan kemasan yang kurang jelas. Selain itu, divisi operasi juga melakukan pembelian bahan baku dalam jumlah yang besar dan ketidakjelasan tanggal kadaluarsa. Hal ini menyebabkan Clean It! mengalami kerugian dan rasio yang negatif.

Meskipun performa Clean It! kurang maksimal, namun kelompok yakin bahwa bisnis ini layak untuk dijalankan. Hal tersebut dikarenakan peluang pasar dan bisnis yang berpotensi. Selain itu, aktivitas pemasaran yang dilakukan sebenarnya dapat memberikan dampak jangka panjang. Kelompok juga akan memperluas jalur distribusi untuk mencapai target penjualan melalui sistem konsinyasi dan *reseller*. Kemudian divisi operasional akan berusaha untuk menurunkan biaya produksi dengan cara menurunkan cacat produksi dan pencarian pemasok sikat yang lebih murah.

Dengan adanya solusi tersebut, diharapkan Clean It! dapat memenuhi visi yang telah ditetapkan sebelumnya.



EXECUTIVE SUMMARY

Clean It! is an all-in-one shoe cleaner that offers two value propositions: multifunction (can be used to clean any type of shoes materials) and practical. Clean It! has a vision to be the best, trustworthy, and affordable shoe cleaner in Indonesia.

This business idea emerged from several root causes. These root causes include the vulnerability of shoes getting dirty, people's laziness because of the long process to clean shoes, and the misconception about the right way to clean shoes which people most likely use detergents that in fact could damage their shoes. Nowadays, many shoe cleaner products are available in the market; however these products are not easy to find and they can only be used to clean one kind of shoes. Therefore, Clean It! is present to offer a new innovation of shoe cleaner that contains natural ingredients that are safe to use. It is also practical to use that it can clean many kind of shoes in a short time.

Clean It! targets students of 20-24 years old that can be categorized at B socio-economic status. Clean It! has done researches, product testing, and strategic planning to achieve its target market. However, Clean It! has not been successful to reach its target market because of several reasons. The first reason is that the sales target is too high. The second reason is that the marketing activities have not been maximized. The third reason is that the packaging has not been designed to give clear information, including expiration date. Moreover, operational division also bought too many raw materials in the beginning. All of these have resulted in loss and negative ratio for Clean It!.

Clean It!'s members believe that this business is worth although so far its performance has not achieved its best. Our belief is based on the market opportunities and its potential in the future. In addition, the marketing activities that have been done are also believed to have a long term impact on the business. Clean It! will also extend its distribution channels to achieve its target sales by utilizing consignment and reseller. Operational division will also work hard to lower its production cost by minimizing its manufacturing defect and finding brush vendor that can give lower price.

With all these planned solutions, there is high hope that Clean It! will be able to achieve its vision.

