

CHAPTER I

Business Description

A. Background

Business is one way to get profits and benefits that are of interest to society in the present era. The profits include material profit or non material profit and that are two of the many reasons from doing business. At times like this happens a lot of unilateral layoffs of workers which causes many people to lose jobs and fewer job offer compared to existing job seekers make business a great option for making profits. The way we start a business can be judged by the benefits we get. The greater the profit we get, the healthier the business is. Likewise, when profits continue to decline, it can be said that the business we are in is going into a bad condition.

Business that is in demand in this millennial era is service businesses, in addition to being interested in service businesses, it can also generate considerable profits. According to **Great Dictionary of Indonesia (KBBI)** service is an effort to serve the needs of others by earning rewards (money); services. **Philip Kotler and Keller (2010:214)** define “Any operation or gain that is being provided to someone that is simply intangible and does not result in the possession of anything is referred to as a service. Its production may be related to physical goods or not.” Currently the service business has many choices, one of which is the service business in the field of flower provision. Flowers always have an important role in human life, even in every period of civilization, flowers are always present. Nowadays, flowers are still used as a

marker of an event, from things or events that carry joy, pleasure, love, pride, to sadness. In conclusion, flowers can represent various events that occur in everyday life. Generally, people today use florist services or flower arrangement providers for certain events such as: birthdays & weddings, condolences and often a florist is also needed to provide the flowers needed by hotels. People's interest in this is arguably a secondary need, but the demand for flower arrangements is quite high. Florists also give their customers the opportunity to choose the flowers they want according to the florist's abilities. According to **Wikipedia** "Floristry is the production, commerce, and trade in flowers. It encompasses flower care and handling, floral design, or flower arranging, merchandising, production, display and flower delivery." And **Eileen Johnshon (2007:35)** define "Florist is a general term used to describe someone who makes a professional flower arrangement. Covering flower care, Handling and Floral Design".

Little did we know, the significance of particular flowers is that every flowers have its own use and meaning, most people say that flower communicate. Many flowers are linked to romance and passion, but its more than that, It also symbolizes negativity, anger and loss. Flowers have been recognized as a symbolic language in many countries in Europe and Asia for centuries. They're also prevalent in William Shakespeare's works. Flower and plant symbolism can be found in ancient Greek, Roman, Egyptian, and Chinese mythologies, folklore, sonnets, and plays. Flowers can be used to convey nearly every single emotion you can think of. For example, the orange blossom signifies chastity, modesty, and loveliness, while the red chrysanthemum

signifies “I love you.”. Flowers also represents a person’s character and personality, meaning the type of flower chosen should be considered. It conclude to every events, occasions, even each person personal details that include birth month, date, zodiac have its designated flower.

Florist that will the author create will be named “Meraki Florentis”. Meraki itself is taken from greek word that means “when you leave a piece of your soul in your work” and Florentis means “abounding in flowers, being in bloom and adorned with plentiful flowers”. This business is a form of the writer's desire to help the people of Bandung get flower arrangements that have particular meaning and will make them feel more special. Seen from the services provided by Meraki Florentis, the target market in this business are customers in the city of Bandung.

Meraki Florentis is a flower shop with a speciality to create flower arrangements based on the basic personal details of the customers. The personal details that Meraki Florentis need will include the customer’s name, date of birth, zodiac and personality, other than that we will also need the occasion or event in which the flower arrangement is needed. Meraki Florentis will choose or recommend the flower based on its meaning and how it is connected with those details that the customers provide. Not to mention that they also take part about the preservation of nature because Meraki Florentis use product package made with eco-friendly materials that comply with safety procedures in accordance with government regulations.

Meraki Florentis also opens opportunities for local and imported flower suppliers to cooperate in making flower arrangements that will be marketed by Meraki Florentis. Corresponding with the Covid 19 pandemic, besides direct sales in the flower shop, Meraki Florentis also provides online services in ordering flowers that can be made via telephone or video meeting for more specific explanation regarding the selection of the flowers, so that customers do not have to worry about direct contact with Meraki Florentis staffs. The making of flower arrangements, packaging and flower delivery procedures will also be in accordance with applicable health protocols by the government. Procedure for placing an order on Meraki Florentis is as follows:

Online:

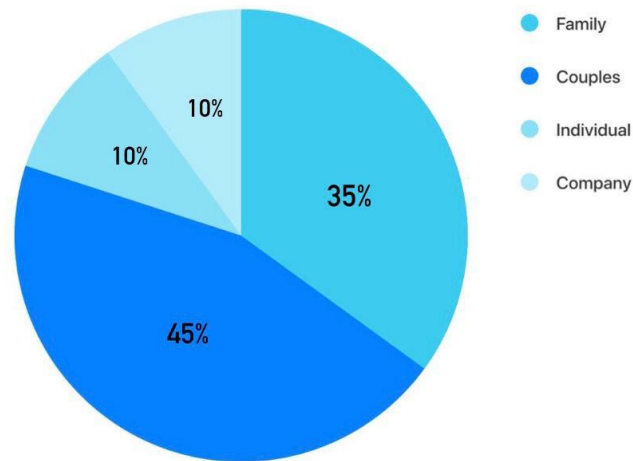
1. Contact us through instagram, whatsapp, or phone calls(only during business hour)
2. Fill in the customer's form which contains: Name, Date of Birth, Personality, Occasion/Event, Special Request, Address.
3. Choose the bouquet design.
4. Flower consultation.
5. Payment (bank transfer).

Offline:

1. Visit Meraki Florentis flower shop.
2. Fill in the customer's form which contains: Name, Date of Birth, Personality, Occasion/Event, Special Request, Address.
3. Choose the bouquet design.
4. Flower consultation.

5. Payment (Cash, Debit or Credit).

Meraki Florentis's main market segmentation are aimed at middle up segmentation from various groups regardless of age that wants to celebrate something from things to events that carry joy to sadness.



Picture 1.1 Meraki Florentis Market Percentage

B. Business Overview

• Business Description

This flower arrangement business called Meraki Florentis is a service business located in the city of Bandung. Meraki Florentis services prioritize customer satisfaction with the particular selection of flowers that have been arranged in such a special way for them. This business arranged by Meraki Florentis have different concept from other flower arranging services out there because Meraki Florentis have new innovation that other florists don't have. Namely by making flower arrangements based on the customer's personal data, so that the flower arrangements that are made will feel more special with the meaning of each flower that is in line with the information we get and of course

made specifically for the customer. Meraki Florentis can also ensure that there will not be the same flower arrangement from one customer to another. Although that is Meraki Florentis's main selling point, we also provide other options for those who want one type of flower kind of arrangements. Other than that, the flowers that we use is mostly imported flowers with finest quality. Not to mention that they also take part about the preservation of nature because Meraki Florentis use product package made with eco-friendly materials that comply with safety procedures in accordance with government regulations. Flower arrangement products provided by Meraki Florentis include flower bouquet, flower box, flower crown, and flower vase.

- **Name Description**

Meraki itself is taken from greek word that means “**when you leave a piece of your soul in your work**” and **Florentis** means “**abounding in flowers, being in bloom and adorned with plentiful flowers**”. This name have its connection with the concept that this business have, the correlation between the meaning of Meraki Florentis is that we indeed put our soul into our work and also a piece of the customer's soul in the form of flowers. Our flower arrangements can represent a person's character and personality, with the particular meaning behind every type of flower.

- **Logo Description**



Picture 1.2 Meraki Florentis Logo

The logo that the writer created for Meraki Florentis is taken from several elements and meanings as follows:

1. The Colour Green

Green symbolizes or represents the natural colour which is full of growth, health, new beginnings, renewal, harmony, peace and hope.

2. Baby Pink Peony

Pink peony symbolise good luck and prosperity.

- **Business Identity**

Meraki Florentis is located in Bandung precisely at Jl. Pasir Salam VIII No.2, Ancol, Regol, Kota Bandung, Jawa Barat. The writer choose this location because its the writer's own pavilion that is no longer used and will be changed to Meraki Florentis shop and office.

The location chosen is also very strategic for starting a business because this place is in the middle of the city and easy to reach. Anyone that wants to collaborate with Meraki Florentis can reach us at merakiflorentis@gmail.com or you can also directly message us through our social media platform, our admin will be more than happy to help.



Picture 1.3 Meraki Florentis Location

C. Vision and Mission

A company in the service sector must have a target or objective that must be achieved within a certain period of time. The vision and mission itself is needed by a company in order to know what targets a company must achieve, Meraki Florentis has the following vision and mission:

Vision

Meraki Florentis vision is to be able to meet customer expectations even go beyond, so that it can give an unforgettable impression and also be able to represent the customer's character, personality and feelings accurately in every moment of their lives in the form of flowers.

Mission:

- Customer satisfaction is the main aspect of this business.
- Focused on delivering the best quality.
- Able to give new knowledge about flowers.
- Able to raise the interest in florist business.
- Able to make “say it with flower” a trend in local residents.

D. SWOT Analysis

Before doing a business, a company must make an analysis of opportunities and obstacles to its business in order to know what risks will occur in the future and know how to overcome any existing threats. As a reference, the writer uses SWOT analysis to analyze the opportunities and barriers for the business that will be developed by the writer. SWOT itself consists of Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis will be able to help a business that will be built to evaluate things that may affect any plans in the short or long term.

a) Strengths

- Meraki Florentis main product is the major strength because it's an innovation in the florist industry.
- The bouquet design always fresh, unique and enticing made by professional employees.
- Using imported flowers.
- Using eco-friendly packaging material.
- Safe delivery services.

b) Weakness

- Substantial cost that needs to be incurred for imported flowers that also may take longer time for delivery to the store.
- limited target market aimed at the middle-up society
- Substantial cost that needs to be incurred for marketing purposes, since this is a new business that doesn't have any recognition yet.
- High products price because of selected top-quality materials.

c) Opportunities

- Numbers of people that will be interested in our product in consideration of no other florists that have this kind of concept.
- Flowers is always needed in every occasion and circumstances, with the result that the florist market will never die out.
- Meraki Florentis also creates new job offer for those who have skills in arranging flowers.
- Customers can be a part of eco – green implementation by purchasing Meraki Florentis's products.

d) Threats

- Competition from other florist out there that have used internet and social media platform to promote their business.
- Selected market segmentation can affect sales percentage.
- Competition from other florist out there that already have a name in society.
- Some rare imported flowers that might be available for limited time may affect customer's satisfaction.

Regarding the Threats and Weakness that Meraki Florentis have, ways to overcome these shortcomings will be as explained below:

- Massive social media promotion at early opening.
- Make sure that the product quality is always high
- Deliver the best product with no deficiency.

E. Product Specification

Meraki Florentis's flower arrangements is based on the customer's personal data, so that the flower arrangements that are made will feel more special with the meaning of each flower that is in line with the information we get and also made specifically for the customer. Meraki Florentis can also ensure that there will not be the same flower arrangement from one customer to another. Meraki Florentis also uses environmentally friendly materials for their packaging so that customers can also participate in preserving the earth.

Flower arrangements provided by Meraki Florentis include:

1. Flower Bouquet

The flower bouquet design that Meraki Florentis offer are unique and fresh. With plenty of eco-friendly material that we use for the packaging and countless of other special add-ons in the bouquet such as photo cards, stuffed animals, to jewelry.

2. Flower Crown

Meraki Florentis's flower crown use fresh flowers that we put in glycerin and sprayed with floral spray to preserve it.

3. Flower Vase

The vase that we use are those with superior quality with a lot of material types including marble, glass, resin, porcelain, ceramic to pottery.

4. Flower Box

Meraki florentis's flower box is available in many size, shapes, and colours to match with the flowers in the box itself. We can also add other things beside flowers in it based on your wish to make it more special.

F. Business Entity

According to **Wolters Kluwer** on his online article in **wolterskluwer.com** there are six major types of business organizations from which to choose. Which form the business owner chooses will depend upon a number of factors. Questions of liability, taxation, control, and the raising of capital are a few of the issues to be considered. Each form of business structure has advantages and disadvantages that make it a prudent means of conducting business in some circumstances but not in others. The help of a legal professional is essential in evaluating all of the factors upon which the choice of business organization is based. They are as mentioned below:

1. Sole Proprietorship. (*Perusahaan Perseorangan*)
2. General Partnership. (*Firma*)
3. Limited Liability Partnership. (*Persekutuan Perdata*)
4. Limited Partnership. (*CV*)
5. Limited Liability Company. (*Perseroan Terbatas*)
6. Business Corporation.

Meraki Florentis use Sole Proprietorship as its business entity. In terms of capital and ownership, Meraki Florentis is a private business in which an individual starts a business under the writer's own name. The capital made was issued from privately owned funds without interference from other parties and is responsible for her own business. Therefore, advantages such as profits will be owned entirely by the owner and such loss is the responsibility of the owner.

As stated according to **Law No. 3 of 1982** (*UU Nomor 3 Tahun 1982*) on Compulsory List of Companies (Company Register Law) limited liability companies including companies that must be registered at the Registration Office Companies, except 1) if the company is managed, operated, or privately managed by the owner by employing only members family 2) ecstasically just to make ends meet day-to-day owner and 3) is not a legal entity or fellowship. Hence, Meraki Florentis for its operation will need other parties to help in the field of employees for flower arranging and delivery service.

G. Legality Aspect

To scrutinize the business plan that will be built and operationalized, legal and legality aspects are very important to be considered and made. This indicate that a business / company has complied with governance procedures applicable laws and regulations. There are several identities needed to legalize a business, including:

1. Deed Establishment (*Akta Pendirian Perusahaan*)
2. Office License and Hinder Ordonnantie (*SITU*)
3. Letter of Business Permit (*SIUP*)

4. Tax Registration Number (*NPWP*)
5. Company Registration (*TDP*)

