



© Copyright Kemala Publisher  
All rights reserved

Science, Engineering and Social Science Series  
ISSN/e-ISSN: 2541 – 0369/2613 – 988X  
Vol. 4, No. 2, 2020, Printed in the Indonesia

# Marketing Strategy and Business Model Canvas at Jeeva Works Corporation

Abdul Karim Ambari<sup>1</sup>, Tantri Yanuar Rahmat Syah<sup>1,\*</sup>, Rhian Indradewa, Semerdanta Pusaka<sup>1</sup>  
<sup>1</sup>Faculty of Economic and Business, Esa Unggul University

One of the community needs especially for men is appropriate barbershop services desired haircut also suitable service time and attractive facilities. The existing barbershop has limitations in facilitating the haircut and desired customer over appropriate service time. Barbershop who can give service according to the hairstyle the customer need and the time that can be determined customers themselves are a new business model in Indonesia and in need business development. Jeeva Works Corporation is developing for facilitate customer needs by providing re-model and registration application technology supported by a hangout facility in the form of coffee shop. Barbershop with combination coffee shop gave birth to the trademark Jeeva Barber Coffee.

**Keywords:** Sales, Marketing, Barber, Coffee.

## 1. INTRODUCTION

In modern times appearance is an important factor where a person's personality will be reflected in how that person looks in his relationships in society. Here, appearances can be increase self-confidence and attract people's attention with increase the trust of others. Having an attractive appearance is become an important requirement that must be met by everyone (both women and men). In the past men often thought, outward appearance is not important. The men are aware of their appearance in the career field to establish business relationships, in social life to improve self-image, or even in terms of personal relationships, a good appearance is one thing that is needed. Jeeva Barber Coffee is a technology-based business application re-model and modern on-line registration to facilitate the customer's appearance. Jeeva Barber Coffee also provides a comfortable place to meet and provides a memorable visiting experience. This business is oriented to the use of modern technology to serve the appearance of today's men as a lifestyle of modern society, providing hair stylist products with the Jeeva Barber label and selected coffee products with the Jeeva Coffee label. Jeeva Works Corporation has a vision as a provider of the best barbershop and coffee services selected by customers

\*Email Address: [tantri.yanuar@esaunggul.ac.id](mailto:tantri.yanuar@esaunggul.ac.id)

supported by modern application technology. Jeeva Works Corporation has a mission to provide services with re-model application technology and online registration (Go Cut), to develop professional human resources supported by competence good service excellence and technical skills, using quality products that are safe and tested in providing services, using modern equipment with adequate standards, doing business development continuously.

## 2. METHODOLOGY

Jeeva Works Corporation has marketing goals and objectives short term, medium term and long term (See Table I).

Table I. Jeeva Works Corporation Marketing Goals

Short Term Goals
Within a period of time 1 to 2 years ahead of the 2 initial branches to be established, then engineering brand marketing or brand of barbershop business services through marketing digitally through Instagram, Facebook, or marketing their brands with "Holding" a young and famous male artist with many good followers Instagram or Facebook. And promos with marketing mix and give free haircutting services if you have done haircutting services for 5 times, by giving a voucher each time you make a payment from a

cut service hair, this is to make customers become loyal customers at Jeeva barber Coffee and for the creation of customer satisfaction, in addition to techniques 81 the marketing mentioned above, the branding of the Jeeva brand is also with utilize the apps re-model process, e-registration in the registration process, and join GoJek through Go-CUT at certain operational hours, this intended so that customers can set their own both models or schedules and with a stylist who did a haircut in Jeeva Barber Coffee.

**Medium Term Goals**

Within a period of 2 to 3 years able achieving Growth targets related to 7.2% with barber and coffee services opened 5 more Branches by providing post-service monitoring system facilities hair care, and also giving advice from customers to Jeeva Barber Coffee provides information on the latest hair models performed by The stylist at Jeeva Barber, besides that, also continues to develop digital marketing via Instagram, Facebook, Youtube, Line, Go-CUT on Gojek during operational hours certain. And supported by the system re-model system and e-registration in the process register, and join GoJek through Go-CUT in operational hours certain, as the superiority of technology implementation.

**Long Term Goals**

Within 3 to 5 years of Jeeva Barber Coffee make 10 branches in Jabodetabek and make Jeeva Community with retain loyal customers. The company's growth target is 10% a year by branding awareness through marketing promotions (reward in the form of cash back), including increasing digital marketing through Instagram, Facebook, Youtube (hook young and many talented artists follower), Line, Go-CUT on Gojek at certain operating hours and supported by re-model the system, online registration as a superior technology implementation, including marketing with the Jeeva BarberCoffee franchise business operational system.

Jeeva Works Corporation considers that the haircutting and hair care services business is a business that has the potential to grow in line with community needs and population growth. Another form of expression in lifestyle is related to the activities or activities of someone in using their free time. Nowadays it has become a trend for upper middle class people to enjoy their free time by enjoying coffee in the coffee shop so that the coffee shop becomes their favourite meeting place with family, friends and even with work colleagues as well as business meeting places. Coffee trends have been booming since the novel and the film 'Philosophy of Coffee' appeared. Previously, on average only certain groups of people who consume. As soon as the novel appeared coffee consumers immediately increased to all walks of life making this trend massive. To identify the strength and weakness of the competitors of Jeeva Works Corporation, in relation to their strategic positioning then Capital Barber and Master Cut (see Table II).

Table II. Competitive Profile Matrix

Success Factor		Weight	Jeeva Barber		Captain Barber		Master Cut	
			Rating	Score	Rating	Score	Rating	Score
Service	Have a system operating procedure cutting and hair care.	0.20	3	0.60	4	0.80	3	0.60
Facilities	Have a complete infrastructure, attractive interior design and a system that provides modern lifestyle services.	0.20	3	0.60	4	0.80	4	0.80
Technology Content	The use of selected lifestyle applications and e-registration in collaboration with business platforms on line	0.23	4	0.92	0	0.00	0	0.00
Output Quality	Have a stylish and expert barista experienced.	0.20	3	0.60	4	0.80	4	0.80
Price	An affordable price	0.03	2	0.10	3	0.15	3	0.15
Customer Loyalty	Have a customer loyalty	0.03	2	0.06	3	0.09	3	0.09
Promotion	Have a unique, dynamic and attractive brand.	0.09	2	0.18	4	0.36	4	0.36
Total		1	19	3.06	22	3.00	21	2.80

The competitive profile matrix weight score for Jeeva Barber is 3.06 higher than its competitors (Captain Barber is 3.00, and Master Cut is 2.8

**3. RESULT AND DISCUSSION**

*A. Value Propositions*

Value propositions are things that attract or benefit from the business, and why customers buy or use them. Value proposition contains the added value that will make Jeeva Works Corporation's business look attractive, different from other similar businesses and why customers buy or use it. Value Proposition in the form of solutions or innovations that are offered and become a major advantage of Jeeva Works Corporation. The value proposition provided is to provide optimum solutions in the provision of services through remodel technology and e-registration, prioritizing the delivery of quality services using selected products and providing unique and attractive Barbershop services by presenting a combination of barbershop and coffeeshop that will provide a more experiential experience. Also comfortable condition room with good music. It's attractive to customers. (See Figure 1).



Figure 1. Online Registration

*B. Customer Segments*

In customer segments, it is determined who or which segments will become potential customers of Jeeva Barber Coffee. The customer segment is the general public, especially men 15-54 years old with student work, employees and entrepreneurs with upper middle-class economic strata and metrosexual man, who are provided with service facilities in the form of haircut, hair treatment, and supported by other products such as Jeeva coffee products. (See Figure 2).



Figure 2. Customer Segment

**C. Channel**

Channel is a medium used to deliver solutions in the form of Jeeva Works Corporation's products and services offered to reach consumers. Using digital media in the form of social media channels Instagram (@jeevabarbercoffee), Facebook, Line, Youtube (Jeeva Barber Coffee), collaborating with online business platforms, and forming social community activities. (See Figure 3).



Figure 3. Banner Promotion

**D. Customer Relationships**

Customer relations are a way to interact with customers in running a business. Jeeva Works Corporation will always try to keep its business in touch with customers. To maintain customer relationships, Jeeva Works Corporation uses business consulting services to find the best solution for customer service, work with Asgar's hair suppliers to get the best Human Resources, care for loyal customers, and form a Jeeva Community that provides discount vouchers for use and permissions to be transferred.

**E. Revenue Streams**

Revenue is the amount of money earned from sales of products or services. Revenue (revenue) of Jeeva Works Corporation is obtained from sales of beverages in the coffee shop and sales of hair care products.

**F. Key Activities**

Key activities describe the unique activities carried out to create a company's value proposition. The key activities of Jeeva Works Corporation are excellent service at one place for cutting and hair care and enjoying a comfortable condition while having coffee, providing training for human resources to maintain service quality, updating barber & coffee systems to support business (See Figure 4).



Figure 4. Equipment

**G. Key Resources**

Key resources are the main resources in the form of unique strategic assets that are used to compete in business. Main resources of Jeeva Works Corporation are people, namely 6 people hairstylists, 4 people baristas and 2 people staff. Employees consisting of the person in charge of operations concurrently head of outlets, Human Resources and Finance, hairstylist, baristas, waitresses, cashiers and general affairs. Other resources such as barbershop and coffee shop equipment, and other assets such as tablets that aim to support customers get the best service and satisfaction so that Jeeva Works Corporation will gain the trust and loyalty of these customers.

**H. Key Partnership**

Jeeva Works Corporation realizes that there is no business that runs alone in carrying out a business activity, certainly needed by partners. Strategic partners owned by Jeeva Works Corporation are customers, employees, hair care products suppliers and barbershop equipment. In addition to meeting the operational needs of barbershop, Jeeva Works Corporation also sells hair care products so that the supplier of hair care products is one of the key partners. Likewise, suppliers of barbershop equipment. Supplier of coffee ingredients directly from farmers of Lampung coffee, Gayo coffee, Toraja coffee, Bali coffee) and Coffeshop equipment from Coffindo.ID and the training center of Rudi Hadisuwarno School. Human Resources who have received training are required to transfer their knowledge to other employees.

In addition to training related to skills, Jeeva Works Corporation also engages its employees in self-development trafficking so that Human Resources Jeeva Works Corporation is able to provide excellent service. Likewise, IT providers are important partners for companies, because the use of technology is a "value proposition" from Jeeva Works Corporation.

#### *I. Cost Structure*

Costs incurred by Jeeva Works Corporation are initial costs and operational costs. Included in the initial costs are the costs of purchasing barbershop and coffeeshop equipment, the cost of renovation and interior design, the initial promotion costs and the legal costs of establishing a company. Operational costs are costs incurred to support the company's operational activities. Included in these costs are the costs of procuring goods to produce barbershop services and coffeeshop products, employee costs, marketing costs, rental fees, depreciation fees and other operational costs for example uniform.

#### **4. CONCLUSION**

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.

#### **References**

- [1] Garrison, R. H., and E. W. Noreen. (2003). *Managerial Accounting*. 10th Edition. New York: McGraw Hill, Inc.
- [2] Osterwalder, Alexander & Pigneur, Yves. (2010). *Business Model Generation*. New Jersey: John Wiley & Sons Inc.
- [3] Benjamin B.Gansel. (2005). *Toward a Framework of Financial Planning in The New Venture Creation*. Magdeburg, Germany.
- [4] David, R. Freid. (2011). *Strategic Management Concepts and Cases*. (Thirteenth Edition). United States of America: Pearson Education.
- [5] Sidik, Ignas G. (2013). *Bisnis Sukses Menyusun Rencana Bisnis Lengkap-Terpadu*. Jakarta: PT Gramedia.
- [6] Husnan, Suad and Suwarsono. (2008). *Studi Kelayakan Proyek 4th Ed*. Yogyakarta: UPP AMP YKPN.
- [7] Kotler, P. Armstrong, G. (2014). *Marketing Management 15th Edition*, Prentice Hall, Saddle River.
- [8] Kotler, P. Armstrong, G. (2018). *Principle of Marketing 17th Edition*, Prentice Hall, Saddle River.

Received: 09 January 2020, Accepted: 07 March 2020