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Unggul Daycare Human Resource Business Planning

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The objective in this business planning Unggul Daycare is a child care agency for children in 3 to 6 years it means that the temporally subsidize a parenting role in caring and nursing children by providing the best service to meet customer demand for customer satisfaction. The basic analysis and operational thinking of daycare is performed using HR stages or HR model consisting of strategy, system, staffing, share value, structure, skill and style. Strategic location is needed to support daycare business, the observation location at Head Office PT. ASABRI (Persero), Jalan Mayjen Sutoyo No. 11, Cawang, East Jakarta.

Keywords: Daycare, McKensy Strategy, System, Staffing, Share Value, Structure, Skill and Style.

1. INTRODUCTION

The high demands of living for prosperity have spur individuals to seek and manage better income. Nowadays, wife has a dual role in the family does not managing the household and caring of child, but helping her husband to earn a living and supply the family's income. For a couple without child, this double role does not a problem. The family with children have dual role becomes a problem especially in caring for children who require love, nutrition, health, psychological to education of children also remembering children at an early age in golden age that needs to get optimal service. A choosing a baby sitter is a preferable choice for parents who preoccupied with work. The parenting pattern of baby sitter is commonly known as a substitute for baby mothers to caring and handling the children in the family. The pattern of baby sitter care is limited due to handling outward needs with regardless of psychological needs. By considering of these needs, children require a pattern of care is also optimal. The parent's problem who are less confident with the baby sitter parenting pattern. Childcare centers with full programs and facilities provide solutions for parents who have a definitive work schedule. A daycare center or abbreviated as TPA (*Tempat Penitipan Anak*) is a non-formal learning area for children, supported with several experts in their respective fields, such as health workers, children's education and childcare staff. TPA is generally

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designed according to development and education of young children. Children can be play and learn with a variety of learning tools and games as well as inside and outside the space doors for study and play which is relatively broader than home space. The child will be adapted to obtain a new atmosphere with meet and know the children of their age, and therefore children social ability with directed early. The formulation from parent problem does not have a time (busy) in working hour to care a children are having difficulty to find a safe and comfortable in day care. Therefore, it is necessary to establish a daycare in accordance with the expectations of parent. Unggul Daycare is child daycares that can be bring facilities and services to support development of children.

2. METHODOLOGY

Unggul Daycare is engaged in the care and education of children with equipped by operational analysis. In running of processes, the child care services are undertaken by Unggul Daycare. Here, the company is considered by participation to improve company's operations especially in terms of Human Resources. Therefore, the approach to manage a model as basic benchmark which is expected able to establish the company's operations to more effective uses 7S McKinsey Framework.

A. Strategy

Based on analysis, the two alternative strategies will be done by Unggul Daycare over Product Development and Market Penetration. The two considered Business Unggul Daycare, a superior daycare determine in strategy of product development according strategy opportunity analysis. Unggul Daycare uses the Strategy of Treacy and Wieserman that is operational excellent, customer intimacy and product leaderships. In the excellent operational of Unggul Daycare provides convenience to customers in purchasing products or services (offered by Unggul Daycare) post purchase service after buying products or services offered, providing reliable products or services at competitive price and minimizing have difficulty in access services by providing applications can be downloaded, online streaming, payment and purchase of products / services online with credit card or auto debit facility. In customer intimacy strategy, Unggul Daycare will be establish target market and market segment according to customer requirement and knowledge from customer by using flexible way from company operational so that Superior Daycare customer will be get the necessary response as a requirement become loyal customer to create customer relation management (CRM). Furthermore, Unggul Daycare's superior product leadership is to offer superior products and excellent service consistently to strengthen customers to continue in use Unggul Daycare which is have superior value compared to competitors. In this case, Unggul Daycare will be continuing to be centered in innovating, strengthening brand marketing, design, time to market share and more.

B. Skill

Skill required by Unggul daycare to be able to provide the best service to satisfy children and their parents required optimal Service Quality, by providing agenda for effective communication in training, safety system and curriculum mapping.

C. Share Value

Share value will be developed in Unggul Daycare operation include Care, Innovative, Service Excellence and Professional. Care is applied by daycare and pre-school programs to provide care and education for children with affection through the controlling and learning over children also development monitoring with children ability not only in academic background. Here, the development of childhood personality (such as moral, behavior and attitude) will be shaped in child's character. The innovative education to create idea, method, or item with observed or noticed in a new invention or newly discovered method.

Service excellence meant to provide child care and education services optimally to create satisfaction for parents who entrust their children for daycare and pre-school programs. Therefore, customer loyalty will be

created to use services from daycare and pre-school programs to create a live advertisement in customers themselves will promote the services offered by the company. The Professional is the procurement of services through a scientific and technological approach in dealing with problems that occur in order to realize a work system work that is quality oriented, effective, efficient and productive.

D. Structure

PT. Unggul Daycare is using in organizational structure with a functional form. The organizational structure consists of commissioners, directors, operational directors, divisions and admin, marketing division, academic division, finance department, marketing department and academic department.

E. Staffing

Staffing in the first year consists of 5 employees, among others are the principal, teachers, baby sitters, financial staff and marketing staff. To complete accumulated of staff will followed the growth of pupils or foster children.

F. Style

The leadership Style at PT. Unggul Daycare is a Situational leadership style where leaders are directly involved in the work processes of employees. This leadership style can be applied to all departments.

G. System

The development system in organization over PT. Superior Daycare and Pre-school consisting:

- a. In this case, Unggul Daycare use PDCA service method (Plan, Do, check and adjust) in support CRM marketing system (Customer Relationship Management) where the goal to establish a good relationship with stakeholders.
- b. The Standard Operating Procedure (SOP) related to the operational activities of the company, such as customer service standard, product quality standard, contract review, budget preparation and financial report, inventory, employee procurement, employee selection process, job appraisal system.

3. CONCLUSIONS

Unggul Daycare is a child caring and educational institution strives to improve similar educational institutions by improving services and providing professional human resources in their fields. The presence of Unggul Daycare is expected to be a solution for parents who have difficulty caring for their children when working so that it can work quietly.

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