THE PLANNING OF SPLASH N’ DASH CARWASH WORKSHOP SEEN FROM MARKETING MIX ASPECT

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ABSTRACT

Motor vehicles are one of the means for people to do their activities. Every year the number of the vehicles is increasing rapidly. The increase in population and wealth of Indonesia’s population each year equals the increase in the number of motor vehicles in Indonesia. The car maintenance workshop especially carwash has also continued to grow in Indonesia, especially in Surabaya. Marketing Mix that has been run by the carwash businessman can influence customers’ decision. Splash n’ Dash whose concept is still new in the planning stages requires proper marketing strategies so that their customers are willing to visit, to purchase and to use it’s service.

Keywords: Surabaya, Splash n’ Dash, Car Wash, Consumer decision, Marketing Mix

INTRODUCTION

Motor vehicles are one of the means of activities for people. Since our population increases rapidly, the number of motor vehicles also increases rapidly every year. The United Nation Information Center in Jakarta reveals that in 2015, the numbers of world population reached 6 billion people. It has been estimated to reach 8.5 billion in 2030, and even exceeds 9.7 billion in 2050.

In 2014, it was noted that the population in Indonesia reached over than 237 million people, and has been believed to increase annually, by reference to the Statistics Indonesia. Statistics Indonesia has projected that the number of population in Indonesia continues to increase at least up until 2035. This growing density of population of the world, specifically the population in Indonesia that continues to grow, has impact on the growing density of human activities in Indonesia.

The growing density of population in Indonesia triggers the sales of motor vehicles (Statistics Indonesia, 2015). The procedure of buying car through car loan becomes easier and enables people to own their personal car easier. Thus, the number of car grows annually. As noted by Statistics Indonesia, in 2013, the number of motor vehicles in Indonesia had reached more than 100,000,000 including passenger car, bus, truck, and motorbikes. This number is believed to grow each year.

In Indonesia, especially in Surabaya, East Java, the rapid growth of automobile industry triggers the growth of car garage business, specifically car maintenance garage. The increase number of