

**RINGKASAN EKSEKUTIF**  
**PT. LUXURY INDAH JAYA**  
“Layanan Laundry Premium”

Deskripsi Singkat

Hadirnya sebuah layanan bisnis laundry yang berbeda di Indonesia khususnya di wilayah Jakarta dan sekitarnya. Perencanaan bisnis ini menawarkan sebuah layanan jasa laundry premium khusus untuk hotel bintang 4 dan 5. Luxury Laundry bukan hanya menawarkan jasa laundry handuk dan linen namun juga menyediakan penyewaan handuk dan linen serta menjamin ketersediaan kebutuhan hotel hingga *3 part stock*. Luxury Laundry menyajikan analisis IFE dengan nilai 2,90 dan nilai EFE 3,02. Kekuatan bersaing berada di level sedang berdasarkan hasil analisis Porters 5 Forces dengan nilai 2,04. *Strategic Plan* berdasarkan IE Matrix berada pada sel II yaitu tumbuh dan berkembang. Analisis SWOT dan QSPM Luxury Laundry memilih strategi optimalisasi jaringan relasi perusahaan induk dan varian produk unggulan. Sedangkan berdasarkan *porter generic strategy* dipilih strategi *differentiation focus* agar dapat bersaing dan berkelanjutan di bisnis layanan jasa laundry premium. Dalam *marketing plan* Luxury Laundry sebagai perusahaan penyedia layanan jasa laundry premium untuk hotel-hotel bintang 4 dan 5, maka perusahaan berfokus pada B2B namun tetap memperhatikan kebutuhan *end user*. *Operational plan* di fokuskan pada *lean management concept* dengan penerapan *Lean Consumption Mapping* dan *Value Stream Mapping*. *Human capital plan* difokuskan pada *excellent service with digitalization*. *Financial plan* Luxury Laundry disusun dengan mempertimbangkan kebutuhan modal dan semua biaya-biaya, dengan rerata margin kotor 33% dan NPV 12,37 milyar selama 5 tahun serta IRR 20,32% dan *pay back period* 3 tahun 8 bulan maka bisa disimpulkan bahwa bisnis ini sangat layak dan menguntungkan untuk direalisasikan. Manajemen risiko disusun berdasarkan standar ISO 31000:2018 agar perusahaan dapat mengendalikan semua risiko dan memastikan bisnis perusahaan dapat bersaing dan berkelanjutan.



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Kata kunci: Premium Laundry, Handuk dan Linen, *Excellent Service*,  
*Lean Laundry Management*.

**EXECUTIVE SUMMARY**  
**PT. LUXURY INDAH JAYA**  
**“Premium Laundry Services”**

**Short Description**

The presence of a different laundry business service in Indonesia, especially in Jakarta and its surroundings. This business plan offers a special premium laundry service for 4 and 5 star hotels. Luxury Laundry not only offers towel and linen laundry services but also provides towel and linen rental and ensures the availability of hotel needs up to 3 part stock. Luxury Laundry presents an IFE analysis with a value of 2.90 and an EFE value of 3.02. Competitive strength is at a medium level based on the results of the Porters 5 Forces analysis with a value of 2.04. The Strategic Plan based on the IE Matrix is in cell II, namely growing and developing. SWOT analysis and QSPM Luxury Laundry chose a strategy for optimizing the parent company's relationship network and superior product variants. Meanwhile, based on the Porter generic strategy, the differentiation focus strategy was chosen in order to be competitive and sustainable in the premium laundry services business. In Luxury Laundry's marketing plan as a premium laundry service provider for 4 and 5 star hotels, the company focuses on B2B but still pays attention to the needs of the end user. The operational plan is focused on the lean management concept with the application of Lean Consumption Mapping and Value Stream Mapping. The human capital plan is focused on excellent service with digitalization. The Luxury Laundry financial plan was prepared taking into account capital requirements and all costs, with an average gross margin of 33% and an NPV of 12.37 billion for 5 years and an IRR of 20.32% and a payback period of 3 years 8 months, it can be concluded that this business very feasible and profitable to be realized. Risk management is prepared based on the ISO 31000:2018 standard so that the company can control all risks and ensure that the company's business can be competitive and sustainable.



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