ABSTRACT

Amanah Laundry is a business that operates in the laundry services sector. In this busy modern era, the need for laundry services is increasing. Amanah Laundry was founded in 2021 and is located in Yogyakarta City. The main problems being faced at Amanah Laundry are not achieving customer targets, not having a good marketing strategy, as a result sales are unstable and they cannot know the target market. So it is necessary to carry out an analysis using the value proposition in order to ensure whether the services provided meet what customers need and want.

This research discusses starting and running a laundry business using the value proposition approach as the main strategy for understanding and meeting customer needs. This approach requires a thorough understanding of the customer's laundry wants and needs, and designing appropriate service and pricing packages. Through value proposition analysis, this research report explores how the laundry business can provide significant added value to customers, both in terms of time efficiency, service quality or other factors that influence purchasing decisions.

Analyzing the value proposition requires interviews and customer profile questionnaires to obtain customer jobs, pain and gains. Then a value map analysis is needed to obtain pain relievers, gain creators, and the product and service results obtained are expected to achieve suitability. So that Amanah Laundry gets a good strategy and an appropriate target market. Analysis of the design results obtained is used as a main priority strategy, including maintaining loyalty with customers, maintaining packaging quality, and looking for more affordable distributors of basic materials. The strategies that need to be considered are making prices affordable with good quality and speeding up processing time. The market characteristics of the appropriate design results for Amanah laundry are for all groups and for ages 17 years and over.

Keywords: Marketing Strategy, Value Proposition, Laundry