

BUSINESS PROJECT BEAUTY SALON FOR WOMEN AND CHILDREN IN MAJALENGKA REGENCY

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ABSTRACT

The Hibiscus Salon is a women-and-children beauty MSME in Majalengka Regency. This project evaluates the current business model and formulates development strategies to improve competitiveness and deliver personalized, hygienic, and family-friendly services. The approach combines SWOT–TOWS analysis, Design Thinking to capture customer needs and translate them into solutions, and Agile-inspired execution to ensure iterative and adaptive implementation. The findings indicate that the salon's key strengths lie in its differentiated concept and customer experience. Development priorities include strengthening digital branding, standardizing SOPs, enhancing human resource capability, improving financial recordkeeping, and accelerating legal compliance and certification to support sustainable growth.

Keywords : Beauty Salon; Business Development; Business Project; Msmes

ABSTRAK

Salon Hibiscus merupakan usaha jasa kecantikan bagi perempuan dan anak di Kabupaten Majalengka. Proyek ini bertujuan mengevaluasi model bisnis dan merumuskan strategi pengembangan untuk meningkatkan daya saing serta kualitas layanan yang personal, higienis, dan ramah keluarga. Metode yang digunakan meliputi analisis SWOT–TOWS, pendekatan Design Thinking untuk memetakan kebutuhan pelanggan, serta eksekusi berbasis Agile agar implementasi berjalan bertahap dan adaptif. Hasil menunjukkan kekuatan utama ada pada konsep layanan khusus dan pengalaman pelanggan. Prioritas pengembangan mencakup penguatan branding digital, standardisasi SOP, peningkatan kapasitas SDM, perbaikan pencatatan keuangan, serta percepatan legalitas/sertifikasi.

Kata Kunci : Beauty Salon; Pengembangan Bisnis; Proyek Bisnis; UMKM

INTRODUCTION

Modern beauty salons have begun to offer a wide variety of services to their customers. Previously limited to hair treatments, salons now offer facials, nail treatments, spa treatments, and much more. In an era where women are increasingly conscious of their appearance, this opens up opportunities for aspiring entrepreneurs to open businesses in the beauty sector, such as salons. This sector has become a sought-after need, especially for women, and holds significant business potential. Flexible working hours are also beneficial for both salon owners and customers, allowing them to set their own service hours.

In general, a salon is a place where activities such as beautifying or enhancing oneself take place, starting with facial, hair, nail, and even overall body care. According to the Great Dictionary of the Indonesian Language, a salon is a room or space that is decorated and arranged well to welcome guests. Reyes Jr (2025) argues that a salon is a service that provides services to improve hair and skin health with cosmetic treatments that are carried out manually,

preoperatively, approvingly, and decoratively, modern or traditional, without any surgical procedures. The main function of a salon is as a special place for people, especially women, to obtain services related to physical beautification with certain treatment methods, depending on their needs.

Amidst the stress of modern life, salons are a haven for women, offering treatments such as cream baths, hair spas, head massages, and other physiological and psychological relaxation services, under the popular concept of "me time." Salons allow individuals to express their true selves through hairstyles, hair colors, and even facial and nail designs. These stylistic changes are often associated with phase changes within a person. Thus, salons also serve as a place for self-actualization, especially for women. This is supported by research conducted by The Journal of Applied Social Psychology in 2022, which showed that feeling satisfied with one's appearance increases self-confidence and happiness. This activity is triggered by the hormone's dopamine and serotonin, which play a role in creating feelings of happiness.

MSMEs are the backbone of the Indonesian economy, contributing approximately 60% to 61% of the country's GDP and employing approximately 97% of the workforce. Salons are not just places to get hair treatments; they also serve as economic units for MSMEs, absorbing labor, contributing to local income, empowering women, driving digitalization or the creative economy, fulfilling healthcare needs, and providing a space for product innovation, especially in today's modern era. As is known, although salons are micro-scale, their cumulative contribution to local GDP is significant through revenue, low taxes, and job creation.

The MSME sector is a sector with a significant workforce absorption, with many salon operators being women, both business owners and employees. MSME data shows the immense potential for women's economic empowerment through the salon business. Salons offer employment and opportunities for beauticians, receptionists, and assistants, as well as skills training facilities that support women's economic independence. The beauty market in Indonesia is showing positive growth driven by the younger generation, influencers, and e-commerce. Demand for salon services is growing rapidly, enabling salons to expand their services and maximize revenue.

In today's modern era, many salons are implementing online reservation systems, digital payments, and marketing through social media platforms like Instagram and TikTok to achieve faster market penetration. However, many MSMEs are still underutilizing this digitalization, still using traditional financial reporting. Digitalization can increase visibility, customer access, efficiency, and open a wider product sales network.

The Hibiscus Salon is a home-based beauty salon specifically for women and children that has been operating since late 2023. Located in Blok Sabtu RT.03/01, Bongas Kulon Village,

Majalengka Regency, it is a micro, small, and medium enterprise (MSME) managed by Tasya Rahmania, initially as a side business. The business was founded to provide beauty treatments in a private atmosphere, creating a safe, comfortable, and welcoming environment for women and children. This initiative was initially driven by the need for more private salon experience for local residents seeking beauty treatments.

With the growing awareness among Indonesian women about the importance of self-care and maintaining their appearance, the Hibiscus Salon is committed to prioritizing customer service and comfort during treatments at the salon. The name "The Hibiscus Salon" is inspired by the hibiscus flower, which symbolizes the natural beauty and gentleness of women, aligning with the salon's philosophy of providing natural and comprehensive treatments for women and children.

Vision, according to Edison et al. (2018), is a statement or dream that an organization or company wants to achieve in the future and is more focused on long-term programs. Nawawi & Salin (2018) cites that Vision is a description that contains the organization's goals outlined in the products or services offered, the needs that can be met, the service provided to consumers, as well as the values created and future aspirations. Mission, according to Nawawi & Salin (2018), is a collection of notes that explain the main functions and reasons for the establishment of an organization. (Nawawi & Salin, 2018) also cites that, in essence, the mission is the most basic reason for the existence of an organization or company. Corporate values or company values are the goals of a company that want to be achieved by implementing financial management functions in increasing the prosperity of shareholders (Safitri, 2018). According to Ismail (2020), strategy is an activity carried out to develop an existing plan. Meanwhile, Bernando argues that strategy is a series of goals that have targets and directions for company owners from time to time, especially as a company's response when facing the environment (Zailani & Nasution, 2025).

By establishing this business, entrepreneurs are required to always be up to date in innovating the products and services offered (Ayu Fadhila M & Kaniawati, 2024). The need for sensitivity to customer desires and needs help this business compete in the market, not only in terms of price but also in quality. According to Distanont & Khongmalai (2020), innovation is an activity carried out by an organization to grow and adapt to surrounding updates so that the business it runs can remain competitive. Current societal demands for physical appearance, such as white skin, smooth faces, beautiful hair, beautiful nails, and others, encourage women to compete to have an appearance that is considered beautiful by others. And the increasing proliferation of beauty care services forces entrepreneurs to innovate in showcasing the characteristics of their salons, such as beauty salons specifically for women and children.

With the presence of KBLI 96112 in the Central Statistics Agency (BPS) data for the beauty and care services sector, entrepreneurs can identify business activities related to facial and body beauty treatments. This will significantly benefit entrepreneurs in this sector, as it will protect their businesses with legal permits, simplify the determination of the types of taxes required, and assist in more specific identification of business types for internal and external requirements (Oktana, 2023; Satyarini et al., 2025).

Five Porters is an analysis conducted to determine the intensity of competition in an industry by using 5 forces, namely Threat of New Entrants (a force that can determine how easy/difficult it is for a business to enter a particular industry), Bargaining Power of Suppliers (the power in seeing the possibility of supplier bargaining power in providing raw material selling prices), Bargaining Power of Buyers (the power in assessing consumer bargaining power towards products), Threat of Substitutes (obstacles that can occur if consumers find cheaper substitute products), and Rivalry Among Existing Competitors (the power in determining a larger market share).

The plan to expand the Hibiscus salon from a home-based salon to a larger, more professional salon requires the owner to analyze the surrounding salon business environment, first considering the internal and external environment. This is necessary considering that each business environment has unique conditions, so a thorough understanding of both internal and external factors is crucial.

Juliana et al. (2020) explains that IFAS is a form of strategic analysis of a company's internal factors, while EFAS is a form of strategic analysis of its external factors. IFAS itself is necessary to provide an overview of the company's strengths and weaknesses, while EFAS is used to identify opportunities and threats. IFAS covers the industry environment, macro business environment, political economy, law, technology, population, and socio-cultural aspects. EFAS, on the other hand, encompasses functional management such as marketing, finance, operations, human resources, research and development, management information systems, and even company culture. Anh & Tien (2021) define internal and external matrices as the positioning of various divisions within an organization.

Project problems/constraints are obstacles that are highly likely to be studied empirically. This will explain to readers the problems faced and how to overcome them. These obstacles need to be identified, and the answers will be presented in the form of hypotheses. Some points from the problem identification faced by The Hibiscus Salon include:

- 1) Fierce competition in similar salon businesses
- 2) Quality human resources
- 3) Efficient time management in the reservation process

- 4) Dependence on repeat customers
- 5) Untidy financial management
- 6) Uncompetitive pricing

Based on the problems described above, the author is interested in conducting several studies. The results of this research will be incorporated or recorded in the business plan for "The Hibiscus Salon," a beauty salon business specializing in women and children. This is also one of the requirements for completing the Master of Management studies she has been pursuing for the past two years.

RESEARCH METHODS

This study employs a descriptive qualitative approach using a case study design and strategic analysis to evaluate the business model and formulate strategic recommendations using the Business Model Canvas (BMC) and SWOT frameworks. A qualitative approach is selected to gain an in-depth understanding of the business's internal and external conditions without conducting statistical hypothesis testing.

The research data consist of both primary and secondary sources. Primary data are collected through semi-structured interviews with key informants, including the business owner, operational staff, and loyal customers. Secondary data are obtained from internal company documents, financial statements, service lists, digital marketing materials, and online customer reviews. In addition, direct observation of operational activities and service processes is conducted. Informants are selected purposively based on their direct involvement in operations and a minimum engagement period of one year.

Data analysis begins with developing the Business Model Canvas by mapping the nine key building blocks to describe the current business model. The BMC results are then used to identify internal strengths and weaknesses, while external opportunities and threats are examined using the SWOT approach. SWOT analysis is conducted by constructing IFAS and EFAS matrices, assigning weights and ratings to each factor, and determining the strategic position based on the combined scores. The integration of BMC and SWOT produces strategic recommendations aligned with operational realities and the business environment.

To ensure data validity, this study applies source and method triangulation by comparing findings from interviews, observations, and documentation, as well as conducting member checking with key informants. The unit of analysis is the business organization as a whole, examined holistically based on its business model and internal-external strategic position. The study's limitations include subjectivity in data interpretation, potential informant bias, and a limited number of respondents. Nevertheless, this methodology is considered adequate for generating strategic analysis and relevant recommendations.

RESULTS AND DISCUSSION

The scope of The Hibiscus Salon's business development project encompasses a series of strategic activities to strengthen its position, particularly in the beauty services sector in Majalengka Regency. The Hibiscus Salon's development is designed to support improvements in service quality, operational efficiency, market reach expansion, and brand strengthening. Another goal is to establish The Hibiscus Salon as a professional and competitive salon service business, ensuring business sustainability and improving business performance by leveraging digitalization, creativity and innovation, and strengthening human resources.

The project timeline is structured according to the required timeframe, starting with the short-term, medium-term, and long-term timelines. This is done to maximize activities and ensure the project's structured execution and transparent success. The project's estimated duration is 15 months, as follows:

1. Business Preparation and Legalization, implemented over a period of approximately three months, from January 1 to March 31, 2026. The expected outcome of this activity is that The Hibiscus Salon will obtain complete permits, including a Business Identification Number, Halal Certificate, Operating Permit, and a valid Trademark.
2. Human Resources Development & Training, implemented over a two-month period, from April 1 to May 31, 2026. It is hoped that the Hibiscus Salon employees will learn a lot to develop their competencies in their fields and bring more diverse service standards to keep up with the times.
3. System Digitalization & Branding, implemented over an estimated three months, from June to August 2026. Through these activities, it is hoped that The Hibiscus Salon will be able to optimize its online reservation system and increase its promotion through digital marketing.
4. Renovations and Purchase of New Equipment, estimated to last two months, starting in September and ending in October 2026, will create a more comfortable salon atmosphere and maximize facilities to support customer needs at The Hibiscus Salon.
5. Development of a new product, "The Hibiscus Natural Care," a local herbal product that will be introduced to every customer of The Hibiscus Salon. This activity will take place from November 2026 to February 2027, a total of approximately four months.
6. Evaluation and Mentoring, where The Hibiscus Salon will evaluate the results of business development, record financial reports, and plan for future actions. This activity will be carried out in March 2027 for a period of one month.

This development activity plan is a systematic record of guidelines to help guide a business in taking strategic steps to improve the capacity, quality, and performance of a project undertaken by a business unit. A development plan also serves as a record containing structured

directions for carrying out activities over a specific period. It can also be described as the process of determining future action steps to maximize the business's ability to achieve its goals.

The waterfall approach is a development method used in stages, starting from the planning process to the implementation stage. In The Hibiscus Salon's business development process, the approach used is administrative and legal, with each stage requiring completion before proceeding to the next.

A Grantt Chart is a tool that helps in getting an overview of the time between each project activity. This visual tool was first proposed by Henry Laurence Grantt around 1910 to 1915. The tool developed by Grantt was created to help project implementation by organizing and monitoring work schedules. This tool also helps companies in seeing the sequence, duration, and relationship between one task and another quickly and easily. For The Hibiscus Salon, this Grantt Chart helps in providing visualization of development project scheduling to make it easier to monitor and allocate resources.

A SWOT analysis is a strategy used by the company to identify internal and external factors that will influence the success of the Hibiscus salon in ongoing market competition. The factors examined include the Hibiscus salon's Strengths (S), Weaknesses (W), Opportunities (O), and Threats (T).

Based on the SWOT analysis above, several key issues can be identified that could be the focus of improvements for The Hibiscus Salon, as follows:

1. Suboptimal promotional activities conducted through digital platforms, which have significantly impacted The Hibiscus Salon's market reach.
2. Limited salon facilities and human resources for operational activities, especially on busy days.
3. Suboptimal submissions for product and digital system certifications.
4. The risk of fluctuations in raw material prices and the emergence of market competition with existing large franchises.

Standardization of improvement implementation activities is used to ensure the consistency of every development activity at The Hibiscus Salon and its success can be measured. Based on the analysis above, the following standardization steps can be determined for The Hibiscus Salon:

1. Implementing a standard operating procedure (SOP) system for each service offered, including standard service durations, staff attitudes, and cleanliness of equipment used.
2. Providing ongoing training for employees with evaluations every six months, with a target of increasing customer satisfaction by 5%.

3. Conducting digital monitoring using Google Sheets and a digital cashier application to track financial reports and customer data.
4. Implementing product quality standardization by conducting regular quality tests, recording production batches, and using consistent formulations.
5. Conducting annual internal audits to evaluate the results of the implementation of service standards and improvements.

Several development projects have been identified that have the potential to support the growth of The Hibiscus Salon if implemented correctly. The following are potential projects and their descriptions:

1. Service Digitization Project. The goal of this project is to improve the ease and usability of the digitalized salon system. Activities undertaken include creating a simple application for online reservations, memberships, and cashless transactions, integrating a customer database for behavioral analysis, and creating a dashboard to monitor financial activity and inventory. The impact of this project includes reducing administrative time by up to 30% and increasing customer retention using an automated points system.
2. Product Expansion Project. Producing and maximizing a product line based on natural ingredients, resulting from internal innovation. Activities undertaken to support this project include producing herbal-based products, registering products for halal certification and BPOM (Indonesian Food and Drug Authority), and distributing them through marketplaces and partners. The impact of this project for The Hibiscus Salon is the addition of non-service revenue sources and the enhancement of The Hibiscus Salon's position in the natural-friendly salon market.
3. Partnership Project. The goal of this project is to increase market reach and strengthen customer loyalty at The Hibiscus Salon. This will be achieved by collaborating with specific events or communities, holding regular monthly beauty programs, and offering loyalty packages in collaboration with local merchants. The impact of these activities can foster positive social relationships with customers and increase brand trust.
4. In-house Training Project. This is an activity that The Hibiscus Salon can undertake with the aim of developing independent and superior human resources. Activities include providing regular training programs for The Hibiscus Salon employees, providing modules on service, digital marketing, and entrepreneurship, and conducting internal certifications. This will improve the skills and loyalty of human resources and reduce dependence on external workers.

Rebranding and Branch Expansion Project. This project strengthens The Hibiscus Salon's position in the beauty market. Possible initiatives include redesigning the salon's logo

and interior, opening a small branch, and promoting the brand with the "Every Woman Deserves Comfort" concept. These initiatives will increase brand visibility and value, as well as open up opportunities for investors and partnerships.

CONCLUSION

The results of this analysis indicate that The Hibiscus Salon has a strong position in the local salon market due to its unique concept targeting women and children in Majalengka Regency and focusing on service and the implementation of ethical business values. However, several challenges remain, including digital promotion, limited human resources and facilities, financial management systems and product certification. Overall, however, the project's development has been successful in creating a sustainable development strategy model, innovative solutions, and a realistic approach, taking into account key aspects such as operations, management, and finance.

The Hibiscus Salon excels in its unique concept, customer engagement, and strong teamwork. However, weaknesses remain, identified by this analysis, including digital promotion, limited facilities, and operational efficiency. The external environment analysis identified significant opportunities in increasing public awareness of the importance of self-care and support from the Majalengka Regency government for all MSMEs. However, The Hibiscus Salon still faces the threat of competition from larger salons, changing beauty trends, and volatile raw material prices.

Optimizing internal strengths to capitalize on external opportunities includes digital branding, product expansion, and collaboration to strengthen market position. The defensive strategy demonstrates that The Hibiscus Salon's strengths in customer loyalty and service quality are focused on membership programs, cost efficiency, and service differentiation. In its improvement strategy, The Hibiscus Salon leverages external opportunities to address internal weaknesses by providing HR training, financial digitalization, and increasing promotions through social media. Finally, the preventive strategy, in which The Hibiscus Salon implements business risk mitigation measures by standardizing SOPs, internal audits, and innovating services to address changing trends.

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TABLE

Table 1. Gender Empowerment in Majalengka Regency

IDG Components	Gender Empowerment Index of Majalengka Regency by Component	
	2023	2024
Women's Involvement in Parliament	9,02%	9,1%
Women as Professionals	26,38%	31,7%
Women's Income Contribution	21%	18,1%
Gender Empowerment Index	43,6%	41,1%

Table 2. Five Porters of The Hibiscus Salon

<i>Threat of New Entrants</i>	<i>Bargaining Power of Suppliers</i>	<i>Bargaining Power of Buyers</i>	<i>Threat of Substitutes</i>	<i>Rivalry Among Existing Competitors</i>
+ Low initial capital + No technological barriers - Time to build customer trust - Requires a different approach	+ Many high-quality beauty product suppliers - The use of certain branded products makes suppliers more dominant	+ Loyal customer base - Easily switch salons if they receive poor service - Female consumers are quite selective	- Home care alternatives - Home service salons as competitors - Online beauty apps	+ The market segment for salons specifically for mothers and children is small, creating an opportunity for differentiation - The presence of general salons in the same area - Fierce price and promotional competition
Moderate Competition	Low Competition	High Competition	High Competition	High Competition

Table 3. Business Model Canvas

BUSINESS MODEL CANVAS				
KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> - Suppliers licensed by the Indonesian Food and Drug Authority (BPOM). - Local communities and influencers. - Local governments. 	<ul style="list-style-type: none"> - Operation of grooming services. - Training for salon workers. - Promotion using social media. 	<ul style="list-style-type: none"> - Layanan perawatan rambut khusus perempuan dan anak dengan lingkungan yang bersih, privasi, dan nyaman.. - Penggunaan produk – produk alami dan bersertifikat. - Pelayanan dengan sistem reservasi terlebih dahulu untuk menghindari antrian. 	<ul style="list-style-type: none"> - Taking a friendly, personal approach. - Offering discounts to loyal customers. - Soliciting feedback through satisfaction surveys and social media. 	<ul style="list-style-type: none"> -Adult Women (Workers, Students, Housewives). -Young women (3-12 years). -Family.
	<p style="text-align: center;">KEY RESOURCES</p> <ul style="list-style-type: none"> - Skilled and experienced staff. - Safe and modern salon equipment. - Promotion and image building using digital media. 		<p style="text-align: center;">CHANNELS</p> <ul style="list-style-type: none"> - Promotion through Instagram. - Reservations through WhatsApp Business. - Collaboration with local communities and influencers. 	
COST STRUCTURE			REVENUE STREAMS	
<ul style="list-style-type: none"> - Employee salaries. - Consumables. - Electricity. - Equipment maintenance. - Digital promotion 			<ul style="list-style-type: none"> - Haircuts, cream baths, hair masks, and nail treatments. - "Mother & Daughter" packages and home services. 	

Table 4. Main Scope of Activities

Sectors	Description of Activity Environment
Legality & Administration Strengthening	<ul style="list-style-type: none"> - Obtaining a Business License (NIB). - Arranging for a Hygiene Certificate, Halal Certificate, and Beauty Services Operational Permit. - Registering the "The Hibiscus Salon" trademark with the Directorate General of Intellectual Property Rights (DJKI).
Human Resources Development & Training	<ul style="list-style-type: none"> - Providing training for employees on hair care. - Providing training on digital marketing and customer service.
Digitalization & Branding	<ul style="list-style-type: none"> - Develop social media and an online reservation system. - Maximize social media promotions. - Create branding content and customer testimonials.
Service & Product Innovation	<ul style="list-style-type: none"> - Developing the herbal care product "The Hibiscus Natural Care." - Purchasing new salon equipment. - Home service.
Facility & Operational Improvement	<ul style="list-style-type: none"> - Renovate the space to make it more spacious and comfortable. - Purchase environmentally friendly salon equipment.
Community Collaboration & Empowerment	<ul style="list-style-type: none"> - Collaborate with influencers and local communities on social activities. - Create a basic self-care skills program.

Table 5. Project Cost Details

Activity Components	Usage Details	Estimated Cost (Rp)
Legality & Administration	NIB (National Identity Card), Halal Certificate, Business License, Trademark Registration.	7.000.000

Human Resources Training & Competency Development	Employee training, digital marketing courses, and seminars.	20.000.000
Digitalization & Online Promotion	Business website creation, promotional content, online reservations, and social media advertising.	30.000.000
Renovations & Facilities	Salon remodeling.	85.000.000
Equipment & Material Purchase	Procurement of salon equipment, herbal products, and assets (chairs, tables, washbasins, mirrors, and others).	30.000.000
Product Development	Material formulation, testing, packaging, and initial production.	15.000.000
Collaboration & CSR Programs	Workshop implementation.	25.000.000
Operational, Monitoring, & Documentation	Electricity, transportation, report administration, and logistics.	15.000.000
Total Project Cost Estimate		227.000.000

Table 6. Funding Sources

Source of funds	Presentation	Amount (Rp)
Owner's Capital	30%	68.100.000
Relative Support	20%	45.400.000
MSME Assistance Program/KUR	50%	113.500.000
Total	100%	227.000.000

Table 7. Project Success Indicators

Aspects	Success Indicators	Target
Business Legality	Complete legal documents and valid operating permits.	100% complete licensing requirements.
Human Resources & Competence	Certified human resources.	90% customer satisfaction.
Digitalization & Branding	An active dedicated website and maximum social media engagement.	30% increase in new customers.
Product Innovation	Launch and sales of "The Hibiscus Natural Care" products.	Sales exceed 50 units per month.
Financial Performance	Increased revenue.	20% increase in turnover within one year.
CSR & Partnerships	Collaboration between The Hibiscus Salon and local communities and influencers.	At least two active partnerships.

Table 8. Waterfall Stages

Stages	Activity Description	Output
Needs Analysis	Identify business needs such as digitalization, legality, service innovation, and human resource training.	In the form of a document containing project requirements.
Design	Design project phases, including scheduling, task allocation, budgeting, digital systems, and space design.	In the form of a development project blueprint.
Implementation	Execute activities according to pre-planned plans, such as training, digitalization, renovations, and promotions.	In the form of a new operational system and facilities.
Evaluation	Evaluate the results of completed activities using customer surveys and financial reports.	In the form of a successful project evaluation report.
Maintenance	Maintain the quality of development activities and implement continuous improvement.	In the form of an operational SOP and a follow-up development project.

Table 9. Grantt Chart

Activities	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Legality & Administration												
Human Resources Training												
Digitalization & Website												
Renovation & Facilities												
Product Innovation												
Evaluation & Mentoring												

Table 10. Strengths

NO	ASPECTS	DESCRIPTION
1	Business Concept	The Hibiscus Salon offers a unique business concept: a "Women and Children's Salon"—a concept not found in many salons with a similar concept. This concept differentiates The Hibiscus Salon from other general salons, which tend to be unisex and cater exclusively to adult clients.
2	Service Quality	The Hibiscus Salon provides personalized service, offering a comfortable, clean atmosphere, and complete facilities.
3	Professional Staff	The Hibiscus Salon employs skilled and experienced staff who ensure they regularly attend the salon's training programs.
4	Digital Marketing	The Hibiscus Salon utilizes social media (Instagram and WhatsApp Business) for promotions and reservations.
5	Operational Management	The Hibiscus Salon has a small but highly effective organizational structure. This also facilitates informed and flexible decision-making.
6	Location	The Hibiscus Salon is located in an easily accessible area, amidst residential areas and schools, making it easy to reach.
7	Business Image	The Hibiscus Salon receives positive feedback from customers. This feedback focuses on service, cleanliness, and quality of treatments.

Table 11. Weakness

NO	ASPECTS	DESCRIPTION
1	Limited Capital and Business Scale	The Hibiscus Salon's business capital is funded by the owner's personal funds, which limits equipment upgrades and expansion.
2	Limited Human Resources	The Hibiscus Salon's limited staffing leads to a waiting list, especially on weekends.
3	Limited Business Space	The Hibiscus Salon's relatively small space cannot accommodate many customers simultaneously.
4	Financial System	The Hibiscus Salon's financial records are still handled on a rotating basis, which poses potential human error and makes it difficult to assess long-term profitability.
5	Incomplete Legal Requirements	Several business permits, such as the NIB (National Business License) and other certificates, are still being processed by the owner.

Table 12. Opportunities

NO	ASPECTS	DESCRIPTION
1	Beauty Industry Growth	The growth of the beauty industry in Indonesia is increasing business opportunities in this sector.
2	Increased Self-Care Awareness	Women's awareness of self-care is increasing.
3	Digitalization and Online Marketing	Promotional reach is expanding through online media platforms and local marketplaces.
4	Collaboration with Local Communities	Affiliating with local women's communities is attracting new customers.
5	Natural Product Trends	The trend towards natural and eco-friendly products is increasing opportunities for The Hibiscus Salon to introduce organic hair care.

Table 13. Treats

NO	ASPECTS	DESCRIPTION
1	Fierce Competition	The emergence of mainstream salons offering low prices and aggressive promotions.
2	Changing Trends	Rapidly changing beauty trends force The Hibiscus Salon to adapt quickly and stay ahead of the curve.
3	Limited Purchasing Power	Price-sensitive local customers force The Hibiscus Salon to balance quality and price.
4	Rising Material and Equipment Prices	Disruptions to the online reservation system can hinder The Hibiscus Salon's ability to serve customers.
5	Reliance on Digital Platforms	Fluctuations in the prices of materials and equipment can impact The Hibiscus Salon's operating costs.