

An Identifying Organization Strategy of City Laundry in Ipoh, Perak

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ABSTRACT: *The way in which we plan and produce buildings today will influence our energy consumption in the future. This paper identifies an organization strategy of one of the self-service laundry that is situated in Ipoh, Perak, Malaysia. Four factors are analyzed: the organization strategy, customer satisfaction, types of customers who use the service, and appropriate location to operate the organization. The owner of the business aims to what they need to get full contentment. It a very good idea to put up a laundry in the said location which ease people to do a laundry. This kind of laundry industry is the most dynamic and reasonable productive business. This persistent service industry continuous to grow and succeedis the fact that makes it more engaging to the market. Through the use of new technology, self-service laundry shops are easily managed.*

KEYWORD: Organizational Change, Organizations, Self-Service Laundry

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I. INTRODUCTION

Vending Laundry Service is a current trend especially to the people in Malaysia. According to ‘Dewan Bahasa dan Pustaka’ Dictionary, laundry is washing or rubbing people's clothes. H. Sidgier of the Great Britain was the first person to invent the machine in 1782 which only used wooden buckets and trunks. Hand (or feet) laundry washing reigned for centuries until the first washing machine was designed by H. Sidgier of Great Britain in 1782. It consisted of a cage with wooden rods and a handle for turning. The Self-Service Laundry concept or coin laundry was introduced in England beginning as early as 1949. It is a customer's convenience to wash and dry their own clothes. In England, this service is called laundrettes while America Companies, Canada and Australia are known as laundromats. The self-service laundry concept was first introduced in Malaysia in early 2014 which provides 24 hour non-stop, cheap and user-friendly service. This self-service laundry service offers a cheap laundry package for a larger wash load with fast wash times due to the durability of a durable washing machine technology. There are several factors for increasing demand for laundry services. Among them are time-consuming and weather factors. This kind of service also known as ‘convenience’ instead of ‘necessity’ (Wennekes, 2018). The time lag factor in the Malaysian society can be seen as increasingly busy meeting the demands of work and social. As a result, it has indirectly changed the way Malaysian people cannot afford to wash their own clothes. While uncertain whether factors have also led to the growth of laundry business as clothes washed in the rainy season will take a long time to dry.

Since the convenience and practicability of this industry, it is really seen on the go for the target market. The organizational track is the simplest form of organization; authority flows from top to bottom. The strategic companies a company makes immediately determines the organizational structures it designs.

II. OBJECTIVE OF THE STUDY

1. To identify the organization's strategy
2. To identify customer satisfaction with laundry service
3. To identify the types of customers who use this service
4. To identify the appropriate location

III. CASE STUDY METHODOLOGY

This study is based on an analysis of 8 types of self-service laundry shops around Ipoh. Random samples are used in nearby stores to provide this service.

IV. AN IDENTIFYING STRATEGY OF THE MARKET SEGMENT OVERALL

Customer want can be categorized into three ways. It is known as needs, wants and demands. However, to decide the needs, wants and demands, you need to carry out segmentation first. For segmentation, the first step is to determine which type of customers’ desire of the products. Consequently, that customer will be from

the targeted segment. Once the product that is going to be made, is decided, then there will be a decision on the market segmentation. Customer satisfaction is very important in setting targets and market segments. A company needs to understand how to set strategies to operate. The City Laundry needs to look at several factors in order to compile the market strategy including the business concept itself. Selection of this business concept needs to be made according to the needs of the local community. In western countries, they run a business cafe laundry and self-service laundry because of their lifestyle that is more likely to their lifestyle. The trend can be a basic point to City Laundry as compared to other laundry. Location choice is important because the laundry operators will usually choose a residential area, an area near factories, schools, institutions of higher learning and so on. Purchase of machinery and equipment is also considered important to ensure the laundry service gets customer satisfaction. After analyzing and segmentation factors, City Laundry companies should set market targets to ensure that users are attracted to the services provided at City Laundry compared to other companies.

Here is the process of setting organizational strategy for market target

1. Are products and services tailored to the needs and requirements of customers.
2. Identify lifestyle patterns and customer usage
3. Identify potential market growth, competition and other factors.
4. Identify different positioning and marketing strategies to see potential business in the market.

After looking at the market segment and the proposed sub-market, it should be analyzed to see the best segment to use. There is need to evaluate competitiveness in every market. It is also important to understand the exact position of competitiveness for self-service laundry services nearby and to ensure that your store area can benefit from other stores.

V. CONCLUSION

Business failure at the initial stage of establishing a business is caused by traders or entrepreneurs who do not understand the risks in the market segment and the overall target. This resulted in a huge loss especially in the financial aspect and reputation of the organization when it came to failure. This may be due to a number of factors that do not understand the risks inherent in the business involved, do not place priorities on the objectives, take steps that are too easy to achieve business goals and objectives and be too comfortable with current processes and conditions.

Strategic planning is one of the management approaches to achieving organizational excellence. It is implemented through the process of setting the direction, the process of addressing the weaknesses and threats faced, operational and financial management as well as identification of strategic issues and strategic formulation towards the achievement of the objectives of the targeted organization.

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