

INTRODUCTION

1.1 Description about the company

Pd Purwakarta Diesel is a store in Purwakarta that provides the needs of farmer's machinery equipment, diesel and engine such as tractors, grass-cutting machines, chainsaw, and etc. Before the store jumps into selling machinery, they open a tire repair shop. As time went by, they started to see that many people in Purwakarta, especially farmers, needed machinery that supported them in farming. The store was established in 2007, and the first store opened in Purwakarta, jln Singadilaga no.28. The owner of Purwakarta Diesel is Jonathan, he started his business in 2000, when he opened the tire shop in the exact same place. Before, the store was divided into two, while he was still selling tires, he also started to sell farming needs. But then he started to let go of the tire repair shop and fully focus on selling machinery equipment. It is because this business is kind of like his family business where many of his family members enterprise in this business field. Which they could have each other for the stock of their product.

The Main activity and goal of the store is to provide the needs of farmers in that area. The store opened from 9 am to 5 pm, Monday until saturday. The store is rarely closed, they closed only on Sunday and lebaran holiday, for they really care about the customer. Not only selling the machine and the spare part, the store also provides service for the customer when there is a problem with the machine that the farmer used. Their later vision is to open as many stores as it can so that it could ease the farmer's needs. Right now there is still only one store that is running. The second store is in progress to be opened and it is planned to open after the lebaran in 2022.

The selling method is offline only for now, but as the owner said, he started wanting to try selling their product in online stores too. There are many suppliers from many brands that supply the product to this store, such as Tekiro, Shark, In-da, Cikarang Diesel, MKK, Kubota and many more. In selling, the payment could be via cash, debit and also transfer, but the store does not accept debt. The store has stocks for their common selling product in the store, but then the store also accepts pre-order products, usually the pre-order comes from a day to a week of time period.

1.2 Description of Department

The Owner of the store is Jonathan, and currently there are 9 employees who are working in this store. There are 2 mechanics who work in the lathe workshop, their job is to lathe, corter, and design some machine mechanism. In the example for designing machine mechanisms, in milling industries, the customer is only by the machine and engine but not the mechanism. The work lathe shop designs the needs of the mechanism and builds the whole entire mechanism. There are also 2

mechanics who work as a machine/engine repairman, so the store is accepting people who want to service their machine. In some cases, the customer does not know where the part of their machine is broken, they just bring the machine because it could not be turned on. In this problem, the mechanic should demolish the whole machine and find the part that should be fixed or changed. Another case is maybe a simple case where the machine could not be powered to its potential, so the mechanics just need to set something throughout the machine. There is 1 person who works as a courier/driver. The store also provides delivery service especially when the customer bought a big and heavy engine/machine. 1 person is helping as a cashier, which is the owner itself, he controls all things that are related to finance. Last but not least, there are 3 people who work as shop assistants. Their responsibility is working as customer service and they are also responsible as the goods checker.

1.3 Product of the Host Institution

For the Product that the store provided is the engine, machine and their spare part that is related to the needs of farmers' tools. Purwakarta diesel provides almost everything that is related to the machine/engine that is needed by the locals. For example, in the production of rice, they sell tractors, grass cutter machines, thresher machines, rice milling and polisher machines, and rice flour machines. The brand of the product that they sell its varieties because they are not only selling from one brand but multiple brands in their products. Also they sell water pump machines, chainsaw, air compressor, water sprayer and they also sell the equipment for the engine of a boat. The store also has a lathe workshop, this workshop performs multiple machine operations such as cutting, drilling, shaping metal, etc



Figure 1. Some product that the store sell