

## Project management training for “Indy Soulart Fiberglass” to increase productivity

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### ABSTRACT

Business development depends on good management and extensive promotion to customers. In addition, courteous prompt response from customer service can be an advantage to influence customer decisions to order products. This community service program uses interview and observation methods to solve problems in this small fiberglass industry. Interviews and observations were conducted to analyze the situation and determine the solution to the problem. Training for the creative industry of Indy Soulart Fiberglass helps them carry out extensive promotions to reach their customers and have good management. Creating a built web page introduces their profile in product processing. Professionalism and punctuality are also displayed on the website to gain customer trust. In addition, customers are given information about contact persons on the web page to make it easier for them when they want to place an order. A project management system is built to manage orders. Business owners can track product creation progress from design to product ready to ship. This system helps the owner to monitor the running of the business. Thus, the business can gradually operate effectively and efficiently. The improved business situation at Indy Soulart Fiberglass shows that providing information on the internet and owner supervision is necessary to keep the business growing. Complete information shared with customers can influence the customer's decision to order the product. Meanwhile, the project management system helps the owner control the product manufacturing process.

### KEYWORDS

Business management;  
Fiberglass;  
Project management;  
Creative industry



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### 1. Introduction

Good business management will bring greater opportunities to gain customer trust [1]–[6] and business development [7]–[11]. Quick courteous response from customer service and a brief description of the product give the customer the first impression. This may lead to purchase considerations before they decide to buy the product [12]–[16]. In addition, company profiles and product samples can be another factor for customers in making decisions to order or buy products. The company profile will bring the customer's assessment of the company's performance and professionalism in processing orders. Furthermore, the presentation of product samples with descriptions shows their quality in terms of design, fine workmanship, and product materials [13], [14]. Likewise, the manufacture of ordered products according to the scheduled time is also the best crutches [16].

Widespread information about company profile, performance, and products is one of the best strategies to reach customers. Promoting products or posting manufacturing activities on social media is an effort to provide information to customers [12], [13]. More than this effort, building web site pages helps contribute explanation and guidance. The internet, for today's marketing, has businesses entering a bright era. This provides a close relationship between manufacturers and customers into a narrower gap. They can communicate, conduct business, and make deals almost without meeting. They can do it all through a platform with an internet connection. Therefore, digital literacy is a must in today's business [17]–[21].

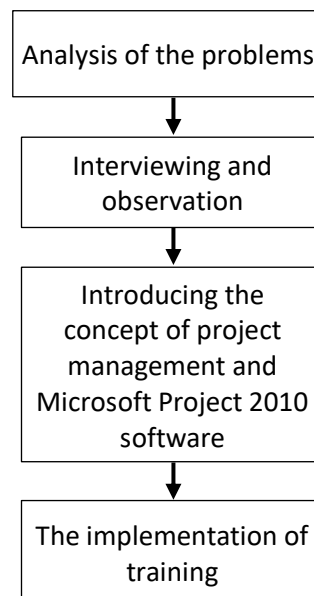
These days, it's not just high-tech businesses that need digital promotion. The culinary, transportation, or even handicraft industries also need to distribute their existence to customers. Therefore, business owners or managers need to develop their digital skills in developing their business [21]. Digital marketing of traditional cuisine in North Sumatra has proven to be able to increase demand and sales [22]–[24]. Social media as part of internet facilities also has a role in marketing cuisine in Indonesia [25]–[31]. Digital marketing in the transportation sector led to the development of online platforms to serve customers [32]–[36]. Meanwhile, digital marketing in creative businesses such as in the craft industry helps businesses to gain customers' attention and trust. Business development through e-commerce marketing is a new method to maintain business [37]–[41]. Therefore, modern management technology is an important tool for a business to run in fierce competition. Digital marketing for businesses today is another attempt to introduce businesses, services and products.

Indy Soultart Fiberglass is a small industry that requires managing its business through e-commerce. It is a business focused on manufacturing fiberglass products. Started in 1999, this business has been serving and producing creative products for interior and outdoor decoration. However, orders within the city are still limited and need to expand marketing. Therefore, the development of digital skills is required to support this effort.

This community service program focuses on project management training using Microsoft Project 2010 for Indy Soultart fiberglass project management. This training aims to improve order management and product manufacturing to meet productivity demands on time.

## 2. Method

The implementation of this community service program was conducted by interviewing the business owner and observing the business activity is shown in Fig. 1. The problem faced by the owner was the lack of knowledge and experience of digital skills. The owner felt difficulty in managing the order at a scheduled time. The cause is in the manual process of designing the products.



**Fig. 1.** The implementation procedure of the community service program

The problem of project management in Indy Soultart Fiberglass also occurs in the facilities. This industry has no adequate laptop to create a proper design with suitable software. It causes designing rooftop needs more than six days of manufacturing and production. Moreover, this industry never

published its produced products. Therefore, the information of the business performance, quality of the design and products, and the material of the products are not recognized by the customers.

The introduction of project management and the software to manage the business was conducted before the training. The owner of the business was explained the importance of having good management in business. The target time to finish a product and deliver it to the customer needs to be determined in case of showing professionalism and getting the customer's trust.

The training for Indy Soultart Fiberglass is limited to the design of business web page and the project management system. The collection of products and the process of manufacturing will be shown on the web page. Moreover, the service and the materials of the products are also posted on it. Meanwhile, the training of using Microsoft Project software for project management system is focused on the schedule development, the distribution of tasks, the progress tracking, budget management, and workload analysis. These elements are the points to achieve the business target of Indy Soultart Fiberglass.

### 3. Results and Discussion

The initiation of building the web page of Indy Soultart Fiberglass profile was by collecting the information of the business and the photographs of the products shown in Fig. 2. The Fig. 2 shows that the description of the business profile explained the brief history, the potencies, and the services of the business. The information also included the materials of the products. The design of the web page used Photoshop Software to arrange aesthetic and interesting pages.

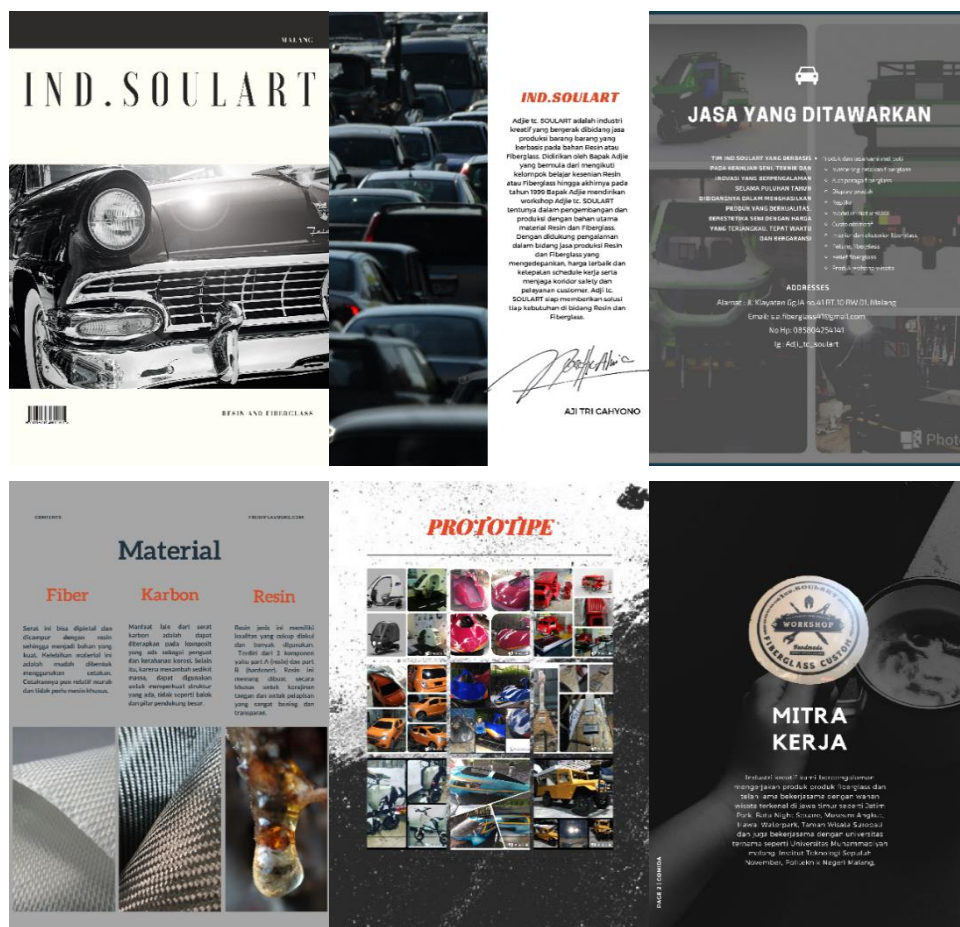


Fig. 2. The web page profile of indy soulart fiberglass

The fascinating appearance of the web page was built to grab the customers' attention to the performance of Indy Soulatr Fiberglass. The brief information is given into sections. The customers were served the important information including ordering. It is when the customers who wanted to make an order can contact Indy Soulatr Fiberglass on the web page.

The other solution to the management business for Indy Soulatr Fiberglass is the building of project management system for this business shown in Fig. 3. The Fig. 3 shows that the software to track the manufacturing process is chosen to present the data in intercorrelation and online. The business owner can supervise the progress and workload everywhere.

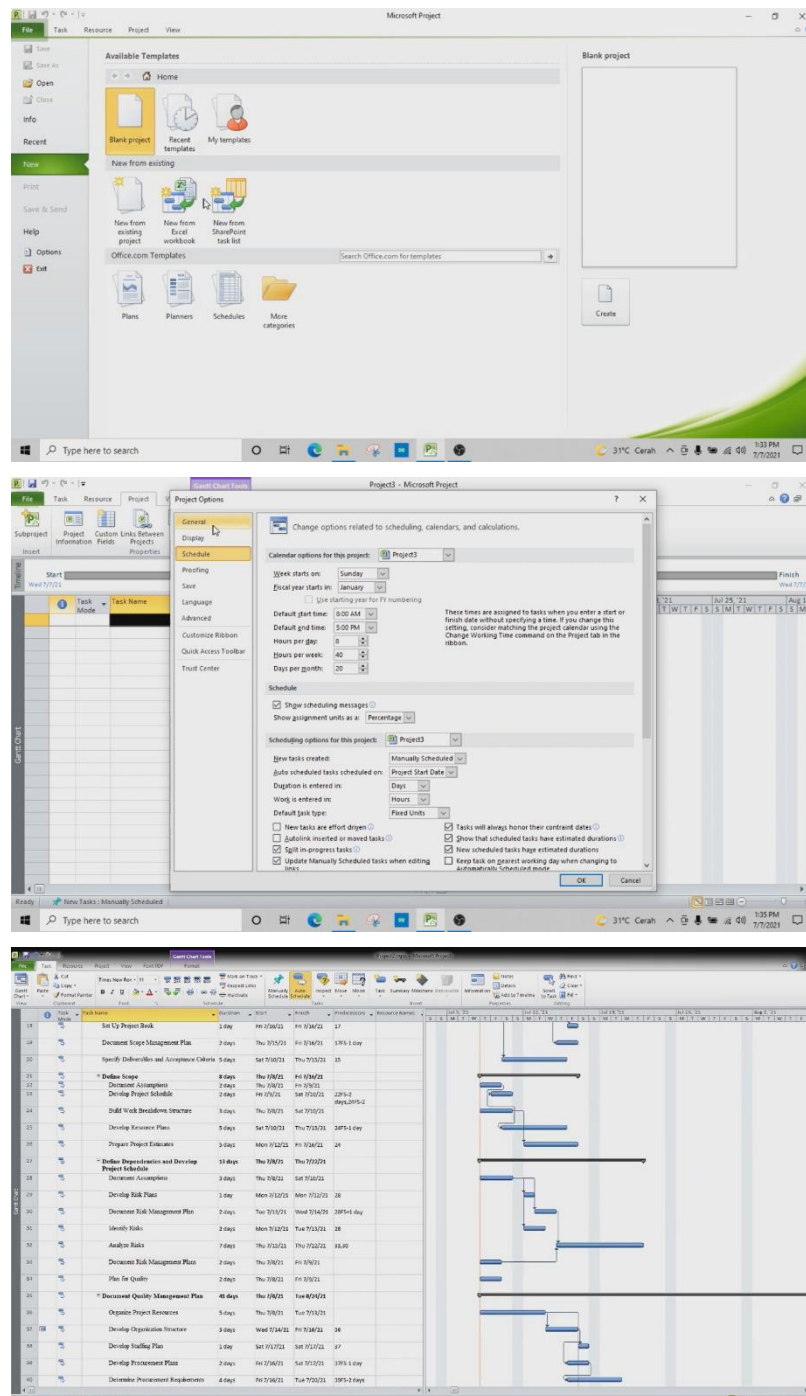


Fig. 3. Project Management system using microsoft project 2010

In starting the project management uses Microsoft Project 2010, the owner needs to write the task name on the column bar. The task should be the order of the customer. The work is determined in the start date and the finish date is written after the task finished. The task can be determined in duration as well. The window of Microsoft Project 2010 is presented into two parts. The left side is the data of manufacturing process of the product, while the right side is the diagram of manufacturing progress.

Supervising the progress of manufacturing the products helps the business owner analyze the situation in running the business. The owner can find the possible problems restraining the process of finishing the products on time. Besides, the possible solutions are recognized earlier to cope with the problems. Promotion is also the way to develop the business as the widespread information to customers influences them to make decisions of ordering the product in the creative business of Indy Soulart Fiberglass.

#### 4. Conclusion

The community service program was conducted to improve the productivity of the creative industry of fiberglass, Indy Soulart Fiberglass. This small industry has run the business for years, but they need improvement in productivity through order management. Moreover, it also needs improvement in promotion and marketing via online platforms. Therefore, the training was given to the business owner and the manager of the business. It focuses on building a website as the marketing and promotion platform and arranging the project management using Microsoft Project 2010. The design of website appearance was set in Photoshop software before it is posted as the web page layout. On one hand, the project management was determined based on the task name and time to finish the product. The efforts of online marketing and managing the workload using the software have proven effective to the business. It met the improvement in satisfying the customers in delivering the products on time.

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#### Author Contribution

The implementation of this community service program was conducted by interviewing the business owner and observing the business activity in Indy Soulart Fiberglass.

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#### Conflict of Interest

The authors declare no conflict of interest.

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