

**IMPROVING SERVICE QUALITY IN NATURALLE BEAUTY CENTER  
COMPANY TO IMPROVE REVENUE AND PROFITABILITY**

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By

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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Clarissa Findy

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August 09<sup>th</sup> 2008

Approved by:

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Mr. GunawanZuardi

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August 09<sup>th</sup> 2008

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Chairman of the Examination Steering Committee

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August 09<sup>th</sup> 2008

## ABSTRACT

Analysis of Strategic Management in Naturalle Beauty Center to  
Improve Revenue and Profitability

By

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This thesis will explore more on strategic management of a company to improve its revenue and profitability. The case study of this thesis will be Naturalle Beauty Center. This company concentrates on face, hair and body treatments. The methodology of this thesis will start by analyzing the potential problem to gain potential solutions. Potential problems will be determined by evaluating the level of customer satisfaction. After the problems have been recognize, potential solutions can be established. These management strategies are created to improve customer satisfaction level. If the customers are happy and loyal toward the products and services, then they will become loyal to the company. Loyal and satisfied customers can eventually increase the company's revenue and profitability.



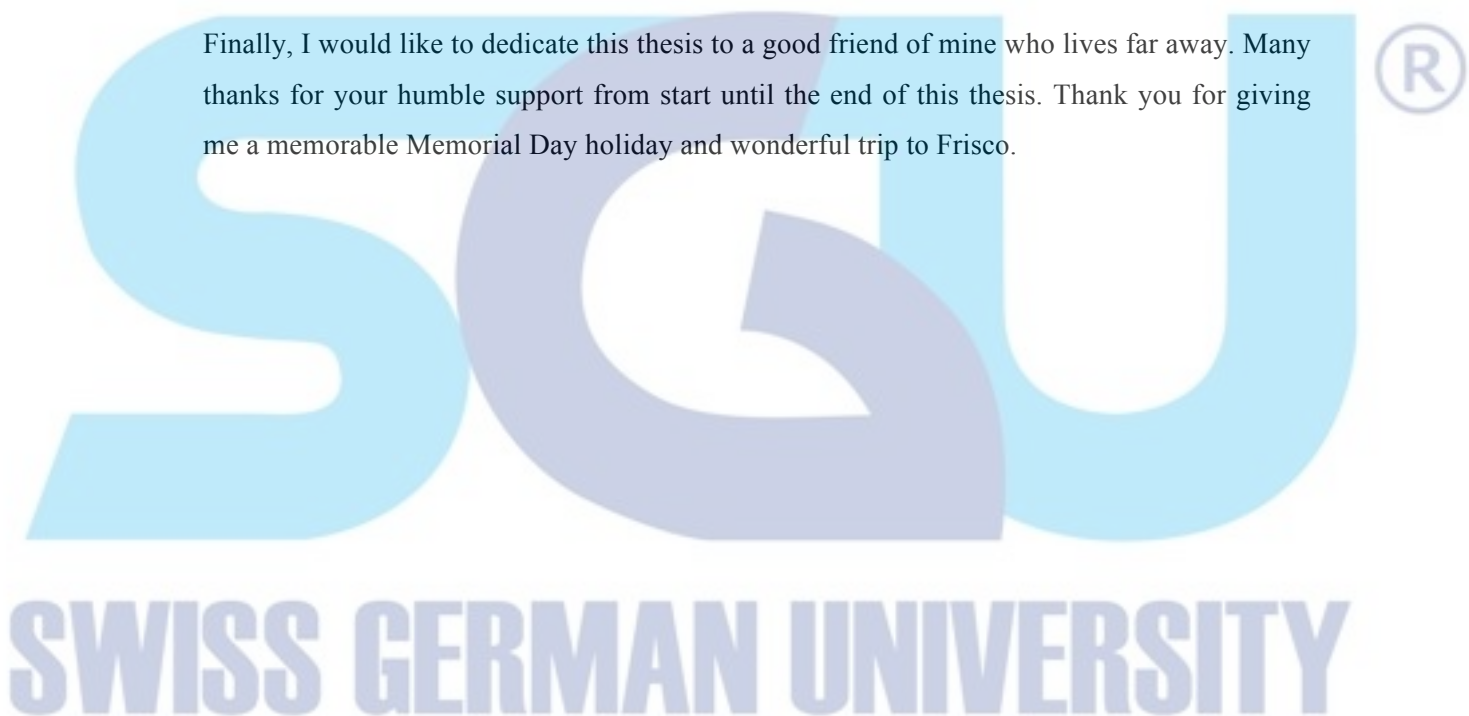
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## DEDICATION

First, I would like to give thanks to Jesus Christ who accompanied me throughout the process of this project. I dedicate this thesis to my big family who give me the biggest support to finish this project.

Second, I like to dedicate this thesis to both of my Grandpas, Lukas Garnadi and T.K Tangkilisan. Thank you for you loving support, kindness and lovely memories. I hope both of you are proud of me and I am sure both of you will always take care of me from heaven.

Finally, I would like to dedicate this thesis to a good friend of mine who lives far away. Many thanks for your humble support from start until the end of this thesis. Thank you for giving me a memorable Memorial Day holiday and wonderful trip to Frisco.



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