

ABSTRACT

Located in Bandung, PARTY PARTNER is business unit that sells many-kind of party equipments for birthday party, wedding, anniversary, bridal shower, graduation, and any other events. Started off as an online shop through Instagram, PARTY PARTNER nowadays not only limited on online platform, but also on offline platform.

This research analyzing the internal nature of PARTY PARTNER and also figuring a new service that will developed by PARTY PARTNER and knowing every implemented steps of the new services that PARTY PARTNER developed. This research is a descriptive research with qualitative approach and using source triangulation method. Datas gathered by interview to multiple sources.

According the analysis results of new services development in PARTY PARTNER about making ideas in PARTY PARTNER coming from internal and external. Ideas sourcing in PARTY PARTNER is an important thing to do. Ideas filtering in PARTY PARTNER with choosing the best ideas are focused to be made real. Concept development and test in PARTY PARTNER readying concept and continued with concept testing to target. This business analysis of PARTY PARTNER with analyzing customers feedback or close colleagues also to consider resources that available and rated the success. Development of PARTY PARTNER at this stage ideas that chosen are concepts that designed will be used as basic in developing new services stages. Commerce at PARTY PARTNER planning a new branch will be openend.

Keywords : service, party equipment, new service development