

ANALYZING CUSTOMER PERCEPTION TOWARD THE EXISTENCE OF DANCE AGENCY IN BANDUNG (CASE STUDY: WANNA BE PRO DANCER)

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Abstract: The researcher will try to Dance is the art of movement of the body, usually rhythmically, improvised steps and gestures. Children to adults prefer the art of dance. In dynamic and modern society, the trend changes rapidly and it makes the competition in Dance Industry become higher. Nowadays, many Indonesian people being a multitalented which they think needs to develop their talents, gain experiences and famous with join a dance agency. The objective of this research is to identify the customer perception of dance agency in Bandung. While, Wanna be Pro be ranked as the first established and best dance studio in Bandung. Then, this research will assist Wanna be Pro in finding what Wanna be Pro should develop or repair in gaining a better performance in the business.

Introduction

Indonesia is one country in the world that has a wide range of ethnicities, tribes, traditions, and culture. "Unity in Diversity" is the motto of Indonesia, which has a different meaning but let me keep one. The existence of culture in Indonesia is believed by every layer of society as a reflection of tradition created by our ancestors in the past. Where, any form of tradition or culture inherited by our ancestors throughout the region in Indonesia has a deep meaning and essence as well as worth to be preserved (Harry Sulastianto, 2006). Dance is a refined motion and aesthetic elements. Motion in dance serves as a medium to communicate certain purposes of the choreographer. The beauty of dance lies in the form of satisfaction, happiness, both of choreographers, props and audience or spectators. The dance moves subtle, aesthetic, and building movement has revealed the expression of the human form to be enjoyed. The art of dance is heavily influenced by the dynamism and animist beliefs. Therefore, since ancient times dancing already has a central role in the function of religious life (Yoki Mirantyo, 2012).

Wanna Be Pro Dancer is the agency that produce dance-art services on every invited event. (Owner of wanna be dance pro; Asti, 2012) Wanna Be Pro Dancer providing the best dancer and choreographer services, Dance agency has strategies to attract people to become their member to share their knowledge about dancing, to help people show their talent in dancing and to win competition over another dance agency. Creating fun and friendly atmosphere is considered to produce emotional effect in the customer to enhance recruitment probability. As stated in the background, brand awareness is important element to create the customer perception. Dance agency has to defend their brand image to keep their customer. From this phenomenon, it identified the problem by emphasizing on customer perception in dance agency that consist competition between the members, competition between another agencies. The trend changes rapidly and it makes the competition in Dance Industry become higher. Nowadays, many Indonesian people being a multitalented which they think needs to be develop their talents, gain experience and famous.

There are several Dance agency that famous in Bandung such as Wanna be Pro Dancer and it followed by Rocket crew, de soul, yukitanari, and mystylez dancer.

Literature Review

SWOT Analysis

SWOT is acronym used to describe the particular Strengths, Weakness, Opportunities, and Threats that are strategic factor for a specific company. SWOT Analysis is a theory to determined internal factor (Strengths and Weaknesses) are the aspect of which are we can control and external factor (Opportunities and Threats) are the uncontrollable aspect in the company (Humprey, 1970). Panagiotou (2003) succinctly explains "SWOT analysis is concerned with the analysis of an organization's internal and external environment with the aim of identifying internal strength in order to take advantage of its external opportunities and avoid external (and possible internal) threats, while addressing its weakness.

Brand Equity

According to (Keller, 1998) Brand knowledge is the key to creating brand equity. It creates the differential effect that drives brand equity. What marketers need, then, is an insightful way to represent how brand exists in consumer memory. An influential model of memory developed by psychologist is helpful for this purpose. The associative network memory model views memory as consisting of a network of nodes and connecting links, in which nodes represent stored information or concepts, and links represent the strength of association between the information or concepts. Using the associative network memory model, brand knowledge as consisting of a brand node in memory with a variety of association linked to it. Brand as having three components are Brand Awareness, Brand Image, and Brand Performance.

Brand Awareness

Brand awareness is related to the strength of the brand node or trace in memory, the consumer ability that measure to identify the brand under different conditions (Keller, 1998). Brand awareness consists of brand recognition and brand recall performance. (Aaker, 1996) Brand recall is consumers' ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or purchase or usage situation as a cue.

Brand Image

According to Aaker, 1991 Brand image is the impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience.

AIDA Analysis

AIDA is an acronym for Attention, Interest, Desire, and Action used as communication model used by firms to help them sell their products and services (Strong, 1925). Attention needs when a product is launched the first goal is to grab attention. Interest needs Promoting product features does this and clearly stating the benefit the product has to offer. Desire is the information (interest) customers have about the product to create a desire to have the product. Action is the final stage, as purchase action if a company has been successful with its AIDA strategy then customers will purchase its products.

Brand Performance

Brand performance describes how well the product or service meets customers' more functional needs. Brand Performance transcends the product's ingredients and features to include dimensions that differentiate the brand (Kevin Keller).

Marketing Mix Analysis

According to Kotler Armstrong (2010), the set of controllable tactical marketing tools, which are product, price, place and promotion, is a marketing mix that the firm blends to produce the response it wants in the target market. Product is the company offers the goods-and-services combination to the target market. Price is the amount of money customers must pay to obtain the product. Place is the company activities that make the product available to target market. Promotion is a communicate activities to promote the merit of product and persuade target customers to buy it (Kotler and Armstrong, 2010)

Competitor Intelligence

Competitor Intelligence is a formal program of gathering information on a company's competitors (Strategic management and Business policy, page 168). A recent survey of global executives by McKinsey& Company found that the single factor contributing most to the increasing competitive intensity in their industries was the improved capabilities of competitors without competitive intelligence, companies run the risk of flying blind in the market. According to survey of competitive intelligence professionals, the primary reasons for practicing competitive intelligence are to build industry awareness (90.6%), support strategic planning process (79,2%), develop new products (73,6%), and create new market strategic planning process.

The porter 5 Forces

These forces determine an industry structure and the level of competition in that industry. The stronger competitive forces in the industry are the less profitable it is. An industry with low barriers to enter, having few buyers and suppliers but many substitute products and competitors will be seen as very competitive and thus, not so attractive due to its low profitability.

Grand Matrix Strategy

According to Daviid F. (2010). The matrix contains the IFAS (Internal Factors Analysis Summary) and EFAS (External Factors Analysis Summary). The IFAS and EFAS will show the company condition by revealing the position in SWOT quadrant of Grand Strategy Matrix with (x,y) axis.

Porter Competitive Strategy

Competitive strategy techniques for analyze industry or company and competitor to make competition among companies and survive in the competition. According to Humphrey (1970), competitive strategy that has a company's ultimately falls into one of two headings. By applying this strength in either a broad or narrow scope, three generic strategies result are cost leadership, differentiation, and focus. Porter's Competitive Strategy divides the strategy depending on two factors. First factor is largest scope that can be divided into broad or narrow. And second factor, the company's advantage that also divided into two categories is low cost and product uniqueness.

Cost Leadership Strategy

According to Porter (1980), Cost leadership strategy is beating the company with the lowest cost of producing in the whole industry for given product level of quality. Company that use cost leadership strategy will sells its product either at average industry prices to earn higher profit than their competitors, or sells its product below the average industry price in order to gain their market. This strategy is good to use if the company's condition is having a broad and got advantage in low cost product.

Differentiation Strategy

Different strategy is when a company offers a product that has a uniqueness attribute that valued by customer and better or different than competitors product (Porter, 1980). The value added by uniqueness of the product may allow the company to charge a premium price for it and it will more than cover the extra cost incurred in offering the unique product. This strategy is good to use if the company's condition is having a broad target scope and got advantage in ability to produce a unique

product.

Focus Strategy

According to porter (1980), focus strategy concentrates on a narrow segment and within that segment attempts to achieve either a cost advantage or differentiation. The concentration in focus strategy can be divided into two, which are low cost focused strategy and differentiation focused strategy. Focused strategy is used if the company has a narrow target scope. A company that uses low cost focused strategy will have most of their market share since usually they will have loyal customer.

STP Marketing Process

Market segmentation involves grouping your various customers into segments that have common needs or will respond similarly to a marketing action. Each segment will respond to a different marketing mix strategy, with each offering alternate growth and profit opportunities. After segmenting the market based on the different groups and classes, you will need to choose your targets. Positioning is developing a product and brand image in the minds of consumers. It can also include improving a customer's perception about the experience they will have if they choose to purchase your product or service

Resource Analysis

Resources are an organization's assets and are thus the basic building blocks of the organization. Include tangible assets such as its planted building, equipment, finances, location, and human assets, in terms of the number of employees, their skills, motivation and intangible assets such as its technology (patents and copyrights), culture and reputations (Billie Nordmeyer, Demand Media).

Value Chain

In Porter's definition, the value chain includes the activities within and around a company that create a product or service. The value chain contains two main sections - primary activities, which relate directly to the production or delivery of the product, and support activities, which allow the primary activities to happen efficiently and effectively.

The Methodology and Model

Research Design

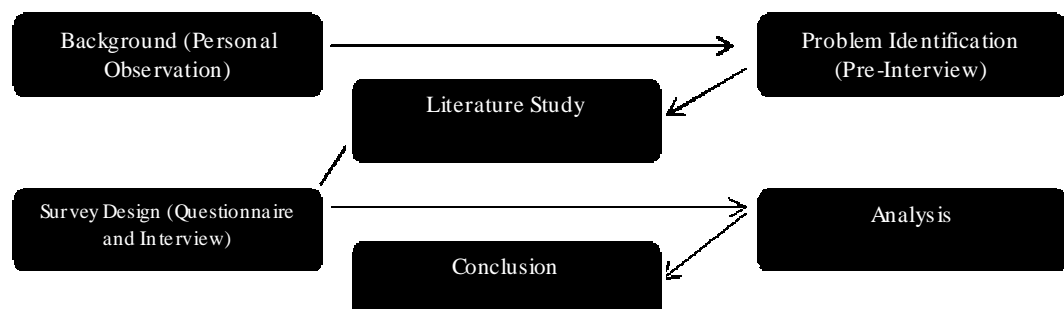


Figure 1 . Research Methodology

Background (Personal Observation)

Personal observation was conducted through personal observation with the owner and staffs of Wanna be Dance Pro. The author began the research by looking at the background that occurs in Bandung Dance Industry that exists at the moment.

Problem Identification

Problem identification is the process to identify or determine the problem to be solved. In this research, the author conducted some pre-interview with staff marketing manager of Wanna be Dance Pro to find problems being faced Wanna be Dance Pro in achieving customer satisfaction.

Literature Study

Literature study was conducted as a source and reference in analyzing problems. All of theories are contained on literature review will be used as a guidance to answer the research question constructing conclusion and recommendation.

Survey Design

Survey Design was used to gather a preliminary understanding of the problems that exist in Wanna be Dance Pro and establish structures to determine the process to be performed in the research. The author used Questionnaire as Quantitative method.

Analysis

Analysis is to guide the researcher about the correspondence between the results of the survey with the literature review. The core of the data analysis is the process for collecting and processing the data with the aim of highlighting useful information by using the appropriate method for the analysis, suggesting conclusions, and supporting decision making. The result of the qualitative data will be conducted by using Porter's Five Forces, Resources and Value chain Analysis.

Conclusion

The conclusion is the last step of this final project, which summarizes the overall results. The conclusion will be based on the review Company's profile and customer's perspective of The Wanna Be Pro Dancer. Further, the analysis will be supported by several survey obtained by the author to give a brief explanation of Company's competitive advantage and customer's perception toward The Wanna Be Dancer Pro.

The Results

SWOT Analysis

To understand the situation of Wanna be Pro, SWOT analysis is used. SWOT analysis contains the explanation about four factors that are Strength, Weakness, Opportunity, and Threat. To have better performance, Wanna be Pro strength must be capable of overcome Wanna be Pro weakness. To have the better condition, Wanna be Pro must use exiting opportunity to overcome the threat. The variable and data of SWOT analysis come from the discussion between the researcher and the owner of Wanna be Pro.

Table 1. SWOT of Wanna Be Pro

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Wanna be already have patents in this industry • Wanna be Pro has products uniqueness such as salsa, aerobic and zumba coached by expertise trainer • Wanna be Pro has strategies location and a cozy studio • Activities that were created in the studio directionally • Provide a special designer 	<ul style="list-style-type: none"> • Wanna be Pro organizational structure is not functioning properly • Compensation for employees is inconsistent • Wanna be Pro just attending events, did not take other campaign to promote the agency. • Communication system has been running less effective • Character of members are less well
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Achievements of Wanna be pro has attracted the attention of the companies • Agency dance growth in Bandung • Current healthy lifestyle combination of sport and art 	<ul style="list-style-type: none"> • There is no significant price difference with competitors • Wanna be Pro serve less variation of product • Established in 1984, threatened with the fresh agencies

Brand Awareness

Brand awareness measure to identify the brand under different conditions and measure how likely it is for brand element to come mind and the researcher want to figure out the Wanna be Pro brand is the top mind or not in dance agencies.

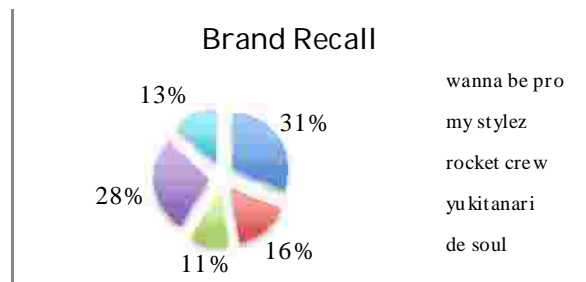


Figure 2. Brand Recall

This is shown that Wanna be Pro has successfully creating brand awareness in customers mind. From brand recall data, the researcher is find out the rank of brand to determine position of other brand.

Brand Image

Brand image developed over time through advertising campaigns with a consistent theme, and is authenticated through the customers' direct experience. The researcher determined whether respondents have got imagery about Wanna be Pro with put in questionnaire question "Select the statement that you think is most associated with the Wanna be Pro".

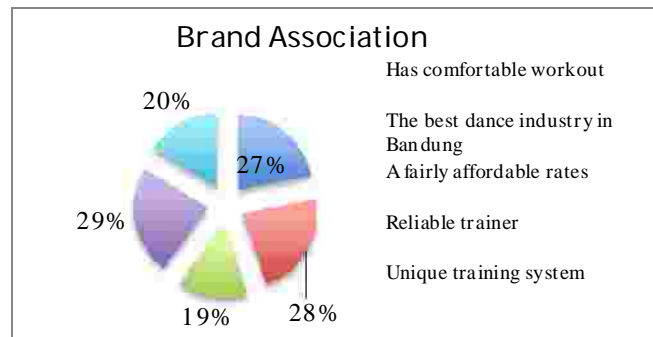


Figure 3. Brand Association

The most respondents chose Wanna be Pro have a reliable trainer with the highest percentage of 29%.

AIDA Analysis

Based on survey result, 96% respondent heard the name of Wanna be Pro and 53% of them heard through dance event, friend or family that means Respondents have Attention against Wanna be pro by dance event and word of mouth. The respondents decreased 13% from attention as Interest against the unique product that offering by Wanna be Pro. They may be less interested in the type of dance on offer. The respondents decreased 10% from interest as Desire against the trainer. The researcher find out the respondents that Action 56% of them actually to join with Wanna be Pro.

Brand Performance

This final project want to measure customer service satisfaction and put in questionnaire question "Are you more satisfied with the service given by Wanna be a pro than any other dance agencies?"



Figure 4.1 Customer Service Satisfaction

From 100 people surveyed, the figure above shows 36% customers satisfied to Wanna be Pro service, 21% of them said that Rocket Crew service satisfied the customers, 19% of them said that Yukitanari service is satisfying customers, 17% of them choose satisfied to My Stylez service and 7% of them said that De Soul were satisfied the customers.

Marketing Mix Analysis

The marketing mix is the set of tactical marketing tools that firm blends to produce the response it wants in the target market. A lot of possibilities can be collected onto four groups of variables, which are product, price, place, and promotion.

Product

There are fifty-three percent of respondents said that Wanna be Pro has credibility of Product. That means choreography, which is coached by trainer believed to be good credibility for customers. Forty-seven percent of them disagreed with Wanna be Pro product credibility. Maybe they have not been able to assess that choreography offered an original or modified. In the dance industry, the credibility of a dance is not so important. An even more creative idea that appears to showcasing a beautiful dance was getting better. Compare with another agencies, Product Quality of Wanna be Pro has percentage above fifty percent while the competitor still below of fifty percent. So, Wanna be Pro has a good product. Wanna be Pro should be add more types of dance that the customers attract and want to try a new experience in dance practice at agency.

Price

Fifty-two percent of respondents chose Wanna be Pro has stability of Price. The most respondents said that they will move to other agencies if Wanna be Pro increase the price. To overcome this problem, Wanna be Pro should take registration fee and exercise routine at a standard rate but when member performed and generate revenue then Wanna be Pro is entitled to 10-30% of their income. This strategy's in order to anticipate the rate increase on the cost of registration. While, forty-eight percent of respondents did not care about the price. They assume when viewed from the quality, Wanna be Pro rate is standard. So, few customers not concerned about price.

Place

There are sixty-eight of respondents said Wanna be Pro studio is easy to access and easy to find. The location of agency influences the customers to join or not. Based on brand image that created by Wanna be Pro and the strength that Wanna be Pro have achievements from many kinds of competition and agency was perform in various events or places invited the customer who live in sunder of Bandung region. That means the agency has strategies Place. While, There are thirty-two percent of respondents said the studio location of Wanna be Pro is not easy to find because there were no boards or banner at studios and public transportation to the studio tend to be hard to find.

Promotion

Wanna be Pro just attending events, did not take other campaign to promote the agency. Agency satisfied with join the event and as the winner in every competition. While, if Wanna be Pro conduct promotional activities such as the campaign is likely to increase the number of customers. The campaign activity that possibly as street dancing on weekend and distribute a brochures. This Promotion effectively shows the existence of Wanna be Pro. If Wanna be Pro want to increasing the numbers of customers can be done through add media promotion and to conduct promotional activities such as distributing flyers at school which has a dance organizations and at car free day.

This promotion used as an attempt to increase the numbers of customer especially for teens and mothers.

The porter 5 Forces

This final project conclude bargaining power of supplier is high because the supplier for the industry amounted to less than the industry is the need to pay high the suppliers that interested and loyal to one agency. Threat of New Entrants in this business is Medium because; competition in this industry is quite intense. Investments to enter in this industry is not big enough only need to provide a place or room. Rivalry among Existing firms is high. The industry is less developed in the absence of price differentiation and facilities section. This industry has a fierce competition with the competitors. Bargaining Power of Buyers is high. Customer is very easy to take the decision to move from one agency to another agency because of the lack of differentiation in this industry. This final project concludes Threat of Substitutes is High Therefore, this industry has not developed then, and the threat to the replacement of the product is quite high.

Grand Matrix Strategy

OPPORTUNITY

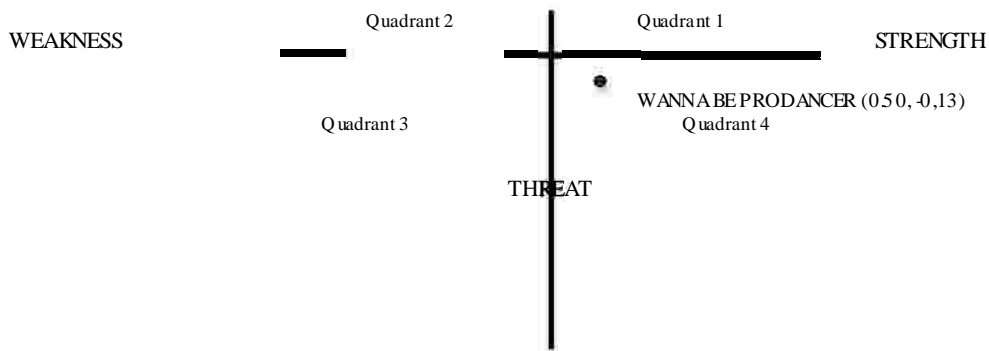


Figure 4.2 Wanna be Pro Grand Strategy Matrix

Based on grand strategy matrix, the position of Wanna be Pro is on quadrant 4 which is Diversification where the x coordinate fall in 0,5 and the y coordinate fall in -0,13. This situation means Wanna be Pro is in weak position and bad capability. Wanna be Pro should control the performance of their internal such as recruitment process, quality control of customers, the Wanna be Pro organization structure to more optimal function. Wanna be Pro should try to improve their capability as well as they needs to add more types of dance that the customers attract and want to try a new experience in dance practice at agency.

Porter Competitive Strategy

Porter's competitive strategy is the theory used to known and decides which position that the business wants to deliver to the market. Wanna be Pro is used Differentiation Strategy, it means Wanna be Pro is agency that offers a products that have uniqueness. From customer's point of view, Wanna be Pro has different and better products than other competitors. It makes Wanna be Pro give an affordable prices for registration and it will more than enough to cover the extra cost that incurred by offering the unique products and pay the professional trainers.

STP Marketing Process

The Segmentation of the dance agency consist of

- The Dance Agency Demographics that focus on the characteristics of the customer are male and female between 5-40 years old from low to middle class with most of occupation is still student that express their hobby through dancing.
- The Dance Agency Psychographics are entertainers who attract people with their skills, confidence, and self-discipline.

- The Dance Agency Behavior is featuring achievement and products quality.
- The Dance Agency Geographical is located in City that has strong cultural knowledge.

Wanna be Pro's Target Market is female and male 13-28 years old from middle class and they were motivated to dancing and loves a dancing. While, based on the questionnaire result, all people join to Wanna be Pro studio belong to those target. While, the Positioning of Wanna be Pro is as unique dance agencies inspired by develop art in Bandung.

Resource Analysis

To establish Wanna be Pro resource needed is capital like money and land, choreographers, employee and system. There are 6 staffs that work in Wanna be Pro them as leader, marketing, finance, Human Resource, Coordinator of Equipment, and Coordinator of transportation & accommodation. Concern on resource, in the recruitment process Wanna be Pro is not doing the selection of customers who join with agency. In this agency, customer who given the opportunity to perform at the big event and the big competition that equivalent to the national level are achie, desy, rere, adi, haikal, astie and cipi. They are the most customer provides the benefit for Wanna be Pro while, another customers only perform at the event that the level of competition is not so high.

Value Chain Analysis

Marketing and sales

Wanna be Pro makes a promotions purpose to increase the awareness, sales, and costumer's loyalty. The agency promotion through social media (instagram, twitter) broadcast, radio, events, banner, website and trough the show from several of dance event. Wanna be Pro possibly to enhance the campaign promotion. Campaign is low cost and need collecting resources to perform at car free day may invite the people to join with agency, in addition the campaign could create customer loyalty.

Operation

Customer activity in the studio:

1. Go into the fitting room to wear workout clothes
2. Do a stretching
3. Training
4. Evaluation
5. Headed shower

Fitting room space there is only one, but this is quite facilitated because customers usually come to the studio is ready to workout clothes, heating is usually done by customers, the evaluation from trainer is heard by all the members. Shower is limited. It makes customer choose to bathe at home. Customer operational activities were good.

Firm infrastructure, Technology and Procurement

Wanna be Pro has used direct communication and trough mobile for exchange information between staffs and trainer. Wanna be Pro technology used supply sound equipment that is a speaker and media that help training process such as internet or youtube. Internet could help the customer to be more sensitive to the era and culture. Wanna be Pro get suppliers for their material, the agency build relationships with related parties. Wanna be Pro has a links with designers who used to make dance costume.

Conclusion

1. Wanna be Pro's Customers is female and male 13-28 years old from middle class and they were motivated to dancing minimum one time per-month. They are student, employee, performer that loves a dancing and live in Bandung.
2. Wanna be Pro has credibility of Product. Choreography that coached by trainer believed to be good credibility for customers. Compare with another agencies, Product Quality of Wanna be Pro has percentage above fifty percent while the competitor still below of fifty percent. Wanna be Pro serve a differentiation products are Salsa, Zumba, Aerobic, Hip-hop, Traditional and Modern Dance. So, Wanna be Pro has a uniqueness product and

good. Agency has a stability Price between Rp 150,000 – Rp 250,000 rupiah. While another agencies has the same average of prices. The price competitive is high. Customers assume when viewed from the quality, Wanna be Pro rate is standard. So, few customers not concerned about price. Wanna be Pro studio is easy to access and easy to find. Location of agency that in North Bandung as strategies Place. The location of agency influences the customers to join or not. Based on the strength of Wanna be Pro that have achievements from many kinds of competition and agency was perform in many events or places invited the customer who live in sunder of Bandung region. But, in location there is no banner that attracts customers. In Promotion, Wanna be Pro just attending events. The agency did not take other campaign to promote the agency. Agency satisfied with join the event and as the winner in every competition, promotion via web, social media (instagram, twitter) broadcast, and radio.

3. Wanna be Pro successfully create the top of mind from customer through the attention, interest, desire, and action. The customers get information and Attention about Wanna be Pro heard through dance event, friend or family (word of mouth). The customer who is attention as Interest against the unique product that offering by Wanna be Pro like Salsa, Aerobic and Zumba Dance. While the several customer may be less interested in the type of dance and resources employed. The customers prefer like street dance in accordance with the present trend. While, Wanna be Pro is offers a street dance yet. The customers also have assumption about resource. They assume that professionalism of resource or trainer has impact to process of practice and impact to registration fee or price. So they were not interest to Wanna be Pro products offered and resources employed. Most of Customers are Desire to Wanna be Pro product but, several of customer did not desire against the trainer. They may be less desired in training program with expert trainers because of fear or cannot follow the process of practice affected by professionalism of trainer and fear of expensive registration rates. In Action fifty-four percent of them actually to join with Wanna be Pro. There are forty-six percent of respondents chose to did not join with Wanna be Pro because they are not satisfied with the products and resources offered.
4. Wanna be Pro include in the top of mind from customer perception. The customers argued Wanna be Pro as the best dance industry in Bandung, Wanna be Pro has a comfortable workout and the most respondents chose Wanna be Pro as the agency that offer coaching by expert trainer. A fewer respondents chose Wanna be Pro has a fairly affordable rates and Wanna be Pro has uniqueness training system. That means Brand Association of customers against Wanna be Pro as the agency that offer coaching by expert trainer. Customers said that Wanna be Pro serving transport facilitation to performers. While, an average of about forty percent of respondents are unsatisfied to brand image that created by agency.

Recommendation

1. To get the customer attention, Wanna be Pro may add media promotion and to conduct promotional activities such as distributing flyers at school which has a dance organizations and at car free day because teens and mothers as demography target of this agency that usually come to car free day. This promotion used as an attempt to increase the numbers of customer especially for teens and mothers.
2. Wanna be Pro shall add more types of dance that attract the customers and want to try a new experience in dance practice at agency. The type of dance that trendy in present is Street Dance. This type of dance is suitable with Wanna be Pro target market which is teenagers that loves a dancing.
3. Wanna be Pro has a problem section of resource concern to recruitment process; the company is not doing the selection of customers who join with the agency, so that effect shall inhibit the process of training. Although Wanna be Pro has the good trainers which are motivate the customers, the behavior of customers is important to be develop

individual character of dancer. Wanna be Pro should defend brand image that good enough by building a good attitude. Come from the trainers, who are able to motivate customers, give a discipline role and share knowledge to deep a skill and techniques of dance. It will create a good character to all members of agency.

4. Facilitation will support customer's convenience such as not only provide transportation and driver but also should provide consumption to member that performs.
5. Customers will move to other agencies if Wanna be Pro increase the price. To overcome this problem, Wanna be Pro should take registration fee and exercise routine at a standard rate but when member performed and generate revenue then Wanna be Pro is entitled to 10-30% of their income. This strategy's in order to anticipate the rate increase on the cost of registration.
6. Wanna be Pro has an organizational structure and job descriptions are not written in this company so it makes some misunderstandings sometimes occur between the staffs and the leader that do not in accordance with should be. It causes job description in several divisions not functioning properly and should be improved more often open in communicating.
7. Wanna be Pro has the lack of technology provision like a tool to help a stretch training. To overcome this problem, Wanna be Pro immediately complete by buying heating tools.

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