DAFTAR GAMBAR

[Gambar 2.1](#_Toc535418201)[Logo TJM Car SPA 8](#_Toc535418202)

[Gambar 2.2](#_Toc535418203)[Daftar Harga TJM Car Spa 11](#_Toc535418204)

[Gambar 3.1](#_Toc535418205)[*Porter’s Five Forces Model* (Model Lima Kekuatan Porter) 22](#_Toc535418206)

[Gambar 4.1](#_Toc535418207)[Alur Proses PemesananTJM Car Spa 35](#_Toc535418208)

[Gambar 4.2](#_Toc535418209)[Alur proses datang kerumah TJM Car Spa 36](#_Toc535418210)

[Gambar 4.3](#_Toc535418211)[*Meguaiars ultra cut compound* 38](#_Toc535418212)

[Gambar 4.4](#_Toc535418213)[*Meguaiars ultimate polish* 38](#_Toc535418214)

[Gambar 4.5](#_Toc535418215)[*Meguaiars ultimate paste wax* 39](#_Toc535418216)

[Gambar 4.6](#_Toc535418217)[*Meguiars Gold Class* 39](#_Toc535418218)

[Gambar 4.7](#_Toc535418219)[Alur Pelayanan dan Produk TJM Car Spa 47](#_Toc535418220)

[Gambar 4.8](#_Toc535418221)[Contoh mesin cuci TJM Car Spa 49](#_Toc535418222)

[Gambar 4.9](#_Toc535418223)[Contoh mesin *rotary* TJM Car Spa 49](#_Toc535418224)

[Gambar 4.10](#_Toc535418225)[Contoh *vacum cleaner* 50](#_Toc535418226)

[Gambar 4.11](#_Toc535418227)[Lap *microfiber* TJM Car Spa 50](#_Toc535418228)

[Gambar 4.12](#_Toc535418229)[*Sponge* 51](#_Toc535418230)

[Gambar 4.14](#_Toc535418231)[*Lay-out* TJM Car Spa 52](#_Toc535418232)

[Gambar 5.1](#_Toc535418233)[Analisa STP yang Kotler dan Armstong (2014:214) 53](#_Toc535418234)

[Gambar 5.2](#_Toc535418235)[Saluran Distribusi TJM Car Spa 60](#_Toc535418236)

[Gambar 5.3](#_Toc535418237)[Harga Promosi di Urban Cikarang 63](#_Toc535418238)

[Gambar 6.1](#_Toc535418239)[Rencana Struktur Organisasi TJM Car Spa 71](#_Toc535418240)