

CHAPTER I

BACKGROUND

1.1. Background of the Study

Bandung is one of the famous cities in Indonesia for tourism. Many tourists come to Bandung to spend their holiday or their weekend. The tourists, either domestic or foreign, really enjoy spending their holiday or weekend in Bandung because Bandung is not only famous for its beauty and friendly people but also for its wide variety of food. Because of this many people try to make culinary businesses in Bandung and try to attract tourist attention by making many creations of food that are unique and easy to serve.

The growth in the culinary business in Bandung motivates me to use my cooking skill to establish a culinary business. I have already chosen one special light meal for my business, and this will attract people who like to try unique light meals. The light meal is Taco, a traditional food from Mexico. Taco is basically made by filling the fried tortilla with meat, vegetable, or another kind of filling. I choose this business because I think Taco is rarely found in Bandung, and it is

something new for people in Bandung those who have never tasted it. According to Stradley, “Taco also can be a snack or an entrée depend on what will you put inside the tortilla” (par. 11).

My business name is ‘Taco Mania’, because ‘Taco Mania’ only serves various kinds of Taco. The vision of my business is to have the biggest Taco Restaurant in Bandung in 2013, and the mission of my business is to establish ‘Taco Mania’ in PVJ (Paris Van Java) in order to introduce Taco as a light meal in Bandung. Stradley says that “Taco is simply a tortilla wrapped around a filling. Like a sandwich, the filling can be made with almost anything and prepared in many different ways (anything that can be rolled inside the tortilla will becomes a taco)” (par. 11). The superior qualities of my business compared to other restaurant in Bandung which offer taco are:

Table 1. ‘Taco Mania’ Business Superior

Tortilla	Filling
<ul style="list-style-type: none"> • The tortilla is made of real corn flour 	<ul style="list-style-type: none"> • The filling of Taco are healthy ingredients
<ul style="list-style-type: none"> • The tortilla will be directly fried on the spot 	<ul style="list-style-type: none"> • Chicken minced meat will be taken from a good quality chicken farm for chicken filling
	<ul style="list-style-type: none"> • I will choose “low fat” beef minced meat for beef filling
	<ul style="list-style-type: none"> • I will choose a good quality potatoes and vegetables for vegetarian filling

	<ul style="list-style-type: none"> • For the additional filling, I also choose products with a good quality
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From the superior qualities mentioned above, I can see that ‘Taco Mania’ will become an interesting and healthy meal for consumer to choose, and people who like Taco will choose my product.

For my business, I will choose a small but strategic place. Matgiarso states that “PVJ can attract the visitors for 40,000 people each day on weekends and for 15,000 – 18,000 people on the weekdays” (par. 1). This is because the young and old generations like to hang out there. Furthermore Taco can be enjoyed by all people and can be served in a short time.

1.2. UNIQUE SELLING PROPOSITION

Before we start a new business, first we need to know our unique business selling proposition. According to Entrepreneur Magazine, it is stated that, “Unique Selling Proposition (USP) is the factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition” (par. 1). The first uniqueness of Taco is because it is a traditional light meal from Mexico. Moreover, Stradley, says that, “The mainstay of the Mexican diet was, and still is, the tortilla, made from corn” (par. 1). According with Dona Agnesia Berbagi Resep Sup Jagung Untuk Diet,

the article says that, “Corn consists of so many carbohydrates that it can make her satisfied without eating rice” (par. 1). The last reason is because at ‘Taco Mania’ you can choose whatever filling you like for your Taco.

The filling of a Taco can be chicken, beef, or vegetables for vegetarians. People who are really hungry can choose to fill their Tacos with a filling that is combined with potato cubes or spaghetti as an addition, but people who only eat Taco as a light meal can choose to fill their Taco with a light dish like a salad.

In ‘Taco Mania’ I also serve simple beverages like tea, soft drinks, and Sarsaparilla as Mexican drink, so the customers will be able to both eat and drink in ‘Taco Mania’. I choose to serve simple drinks because ‘Taco Mania’ will be served as an express food and drink for people who are very hungry and do not want to waste their time.

1.3. SWOT ANALYSIS

Before make a new business, I first have to think about my business strengths, weaknesses, opportunities, and threats. “The overall evaluation of a company’s strengths, weaknesses, opportunities, and threats analysis involves monitoring both the external and internal marketing environment” (Kotler and Keller 50).

“Capture the key strengths and weaknesses of the company to describe the opportunities and threats of the company” :

S = In-depth industry experience and insight

W = The difficulty of developing brand awareness as a start-up company

O = The ability to leverage other industry participant’s marketing efforts to help the general market grow

T = Future/potential competition from an already established market

Participant (Kotler and Keller⁶¹).

After considering the theory from Kotler and Keller, I make my business SWOT analysis as can be seen below:

Table 2. SWOT analysis

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<ul style="list-style-type: none">• Special dishes from Mexico• Can be snack or entrée• Fast food	<ul style="list-style-type: none">• The tortilla is not always easy to find in Indonesia, so we need to make the tortilla by ourselves (own production)• Taco is delicious if it is served hot or warm, because if it is not eaten immediately then the tortilla will become a little bit soft or soggy, so Taco cannot

	be taken away
<p><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> • People who like to try new kinds of food • People who like Mexican food 	<p><u>THREATS</u></p> <p>Based on the categories :</p> <ul style="list-style-type: none"> • Fast food : J-CO, KFC, Raffels, Mc Donald, Frankfuter, etc • Mexican food : Amigos restaurant

‘Taco Mania’ is a special dish from Mexico that can be either a snack or an entrée, and can also be fast food, because in ‘Taco Mania’ you can simply choose a tortilla filling that is already prepared. Even though it is not a big portion, it can help to fulfill one’s hunger.

From the table above we can see ‘Taco Mania’ weaknesses are the tortilla is not always easy to find in Indonesia and must be served hot/warm. Because the tortilla is not always easy to find, so I need to make the tortilla by ourselves, which will take more time. The tortilla will become a little bit soft/soggy if the taco is not eaten immediately, so the taco cannot be taken away. This is because the fried tortilla will evaporate in the packaging.

The opportunities of ‘Taco Mania’ are people who like to try new kinds of food and people who like Mexican food, because ‘Taco Mania’ is a new fast food with a Mexican taste. In ‘Taco Mania’ people will taste a different kind of fast food and feel a different atmosphere too.

My business threats are divided into two categories, namely other fast food companies, and Mexican restaurants. Other fast food companies are J-Co, KFC, Raffels, Mc Donald, Frankfuter, etc. The Mexican restaurant in Bandung is Amigos café resto and Chiladas restaurant which offer Mexican food too.