

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Culinary in Bandung is very popular. Most of Bandung citizens and visitors from other cities are interested in its culinary. It is stated that Bandung becomes one of the most favourite destinations for people from Jakarta to spend their weekends hunting for its culinary, which has been developed significantly for the last five years (“Berburu Masakan Unik: Dari Segi Kucing, Es Pocong, hingga Segi Macan” par. 4,5). Moreover, culinary in Bandung often gives culinary lovers different choices of authentic culinary. Bondan Winarno, a culinary expert, states that culinary development in Bandung is very dynamic and Bandung is placed as one of Indonesia Archipelago’s choices for food because it has the most restaurants and snacks in Indonesia. Therefore, Bandung has always been a trademark and a trendsetter of its authentic culinary (“Kraft Gelar Festival Jajanan Tradisional Bercitarasa Keju-Wisata Kuliner” par. 5). Thus, it is obvious that Bandung is a good market to open a culinary business.

Not only main courses but also authentic and unique snacks have a good business prospect in Bandung, such as *surabi imut*, *singkong keju*,

bola ubi, and so on. It is mentioned that the chance of making snack business will never die (“Peluang Usaha Kecil Oleh-Oleh Cemilan dan Makanan Khas” par.1). Considering this opportunity, I would like to open a unique snack business in Bandung. The name of my business is “Delicio Fried Fruits”, which indicates delicious variants of fried fruits. It is a different variation of fried fruits which are served in portion so that people can eat different variants of fried fruits and toppings in one portion. The fried fruits are actually similar with fried banana and fried jackfruit, which have already been sold in many places in Bandung. However, the difference lies in the choice of fruits, such as fried apple, peach, pineapple, and dragon fruit, furthermore; it is also served with various toppings, such as chocolate, cheese, sugar powder, maple syrup, and fruits cocktail, which can be selected based on the customer’s desires. In addition, fried banana business has already had a good market in Bandung because based on my observation, there are people selling fried banana in front of schools, universities, on the sidewalks, and food courts in malls.

The vision of “Delicio Fried Fruits” is to be a famous fried fruits seller in West Java while the mission is to be a famous fried fruits seller in Bandung. The location of “Delicio Fried Fruits” is in Paskal Hyper Square Food Market, on Jalan Pasir Kaliki. It is stated that “1100 menus from snacks until international cuisine are choices to enjoy in this Paskal Food Market.” (“Paskal Hyper Square” par.2). Therefore, I would like to provide another choice of snacks for the customers in Paskal Hyper Square Food Market. Based on the questionnaire that I have distributed to the visitors at

Paskal Hyper Square on March 30th 2010, it is shown that people who come to Paskal Hyper Square like to eat snacks and they are interested in trying these fried fruits.

“Delicio Fried Fruits” are suitable for people with various ages and it can give more choices for the snack and fruit lovers to eat fried fruits in a new variation. Bondan Winarno admits that people in Bandung are very creative in varying food and adding new ingredients. (“Kraft Gelar Festival Jajanan Tradisional Bercitarasa Keju-Wisata Kuliner” par. 4). Therefore, to compete with more than one thousand menus in Paskal Hyper Square Food Market, I have to make a new variation and add new ingredients in selling fried fruits. With the choices of fruits and additional toppings, the costumers will be interested in trying the fried fruits and they will not feel bored to eat them, which are shown from the result of the questionnaires that I have distributed to the visitors in Paskal Hyper Square Food Market on March 30th 2010.

1.2. Unique Selling Preposition

There are several differences between “Delicio Fried Fruits” and other fried fruits. Unlike the other fried fruit businesses in Bandung, such as fried banana, I will provide a new selection of fried fruits for the customers to enjoy, including fried apple, pineapple, peach, and dragon fruit. I choose these fruits because all of these four fruits have sweet and juicy taste and they also taste good when they are combined with the dough skin.

Furthermore, apple, pineapple, peach, and dragon fruit have many advantages for human's health.

First, there are some advantages of consuming apple. According to US National Cancer Institute,

apple contains *flavonoid*, which reduces risks of lungs cancer and prostate cancer. *Fitokimia* in apple has the function of antioxidant which helps against bad cholesterol (LDL, Low Density Lipoprotein), which can obstruct blood vessel, and increase good cholesterol (HDL, High Density Lipoprotein), which prevents heart disease. ("Manfaat Buah Apel" par.4-6)

Second, peach has a similar advantage as apple, which prevents cancer. It is stated that peach also contains antioxidant which prevents colon cancer and its *Beta Carotene* can increase body immune system ("Buah Peach Kaya Vitamin dan Cegah Kanker", par.8). Third, dragon fruit can also help to prevent cancer. According to nutrition & culinary expert, Budi Sutomo, S. Pd. "dragon fruit has high fiber which works as a binder of *karsinogen* essence, the cause of cancer, and helps accelerating the digestive system" ("Manfaat Dragon Fruit" par.7). Finally, there are also a lot of advantages of consuming pineapple. It is stated that

pineapple can help digestive system of protein and make healing process faster. It also works as body cleaner and balancing the acidity in human's blood, and also the antioxidant in pineapple can prevent *nitrosamine* essence,

the cause of cancer. Pineapple can also help accelerating digestive system, reducing the amount of cholesterol in blood, and reducing risks of diabetes and heart disease.

(“Nanas, Buah dengan Banyak Manfaat” par.3-7)

For the frying process, I choose low cholesterol coconut oil so that people who suffer from high cholesterol can eat the fried fruits without worries. Besides, coconut oil has many advantages for our health. It is stated that “fatty acid inside the coconut oil has antimicrobial and antivirus functions. Therefore, it supports body immune system, prevents virus infections, reduces risks of cancer, and other diseases.” (“Manfaat Minyak Kelapa Murni untuk Kesehatan” 7).

Moreover, I will provide various kinds of toppings for the costumers to enjoy the fried fruits; among others, melted chocolate, cheese, maple syrup, sugar flour, and fruits cocktail. It is similar to pancake, waffle, or *pofertjes*, but the difference is that they can enjoy these toppings with fried fruits.

To raise the customer’s appetite, I will put the fresh fruits, which have already been sliced in pieces except for apple, in the display refrigerator along with the topping selections. In this way, the customer can pick their choice of colorful fresh fruits and toppings straight from the fridge, which is a more interesting way than just picking from the list of the menu.

1.3. SWOT Analysis

There are several strengths of “Delicio Fried Fruits” business. It is stated that strength is a condition that benefits the organization, such as a loyal manager, a lot of organization cash, etc (Faizmh par. 4). The first one is that “Delicio Fried Fruits” is a different variation of snack. Different from fried banana businesses, it sells fried apple, fried peach, fried pineapple, and fried dragon fruit altogether and is served with various toppings, such as cheese, sugar powder, maple syrup, or fruit cocktail. Moreover, based on my observation, there is no similar business like “Delicio Fried Fruits” in Paskal Hyper Square Food Market. Therefore, it will give another choice of snacks for the Paskal Hyper Square Food Market’s visitors to enjoy. There is a business that sells fried banana in Paskal Hyper Square Food Market, “Simanalagi” and there is also a business that sells fried jackfruit and fried pineapple in Bandung; yet, they do not serve their fried fruits with toppings. The last strength is that all of “Delicio Fried Fruits” choices of snacks will be cooked by a cook who is competent in their expertise of making and serving fried fruits. As a new comer in Paskal Hyper Square Food Market and in Bandung, I have to get the cutomers’s trust to buy my snack among other snack businesses.

However, there is also a weakness of this fried fruit business. It is stated that weakness is a condition that inflicts an organization, such as no fund, inactive employees, etc (Faizmh par. 4). The weakness of this business is that the fruit stock might be limited considering that fruits have a short-term time expired period, so it can be rotten in two or three days,

especially for apples. Therefore, to provide hygienic and fresh fruits, the fruits should be bought daily.

Furthermore, there are two opportunities of this fried fruit business. According to Kotler, a marketing opportunity is “an area of buyer need or potential interest in which a company can perform profitably” (102). The first opportunity is that the other fried fruits businesses in Paskal Hyper Square Food Market do not provide fried apple, peach, dragon fruit, and pineapple, and they do not serve their fried fruits with toppings. Based on my questionnaire’s results, 89% of Paskal Hyper Square Food Market’s visitors are interested in trying the unique blend of fried fruits and toppings. The second one is that Paskal Hyper Square Food Market does not demand rent payment from their tenants; therefore, I do not need to pay for the rent, and I just have to share 30% of my profit every month to them as the payment for renting their stand.

Moreover, there is also a threat of this business. Kotler states that an environmental threat is “a challenge posed by an unfavorable trend or development that would lead, in the absence of defensive marketing action, to deterioration in sales or profit” (104). In Paskal Hyper Square Food Market, there is a fried banana business, “Simanalagi”. There are three other businesses that sell fruits, such as “Pa Oyen 18”, “Pattaya”, and “My Juice”. They sell *sop buah*, *es campur durian*, *es Shanghai*, juices, etc. These competitors become a threat for my business because the customers may prefer to choose them over my fried fruits to enjoy more varied fruits.

In addition, based on my observation and theories that I have discussed above, I conclude that “Delicio Fried Fruits” is really prospective and it can be very profitable. Thus, I hope this fried fruit business can be one of Bandung citizens’ favourite snacks.