

CHAPTER I

BACKGROUND

1.1 Background of the Study

Food is a primary need for every people. People will always look for and buy food; therefore, culinary business is not a temporary business. Culinary business is a long - lasting business because everyone needs food and has to eat (Wilhelm par.1). As a result, there are many people who are interested in and want to run culinary business. Culinary business can be started with the capital from thousands until billions IDR and has small barrier to enter (Wilhelm par.1).

Considering those opportunities, I decide to run a culinary business in Bandung that focuses on snack which is brownie. The article entitled “Peluang Usaha Kecil Oleh-Oleh Cemilan dan Makanan Khas” mentions that Bandung has been popular with its brownie (par.6). Moreover, based on my 50 sample questionnaires about outlet and snack in Bandung, 84% of the respondents mention that they like to buy brownies in Bandung. As I am a brownie lover, I want to make an innovation with brownie. The innovation is Batik Brownie that I will choose as my business.

Batik Brownie is chocolate brownie that has a batik motif inside which is made from vanilla biscuits. The motif itself is batik motif in layers or well-known as *parang* batik motif. *Parang* batik motif is a collective of simple repeated linear motifs that run diagonally in layers (Indonesian Heritage Society 39). I choose Batik Brownie as my business because it is different from other brownies in Bandung. Beside money, unique concept is also important to run culinary business (Wilhelm par.4). Figure 1.1 and 1.2 below show the similarity between my Batik Brownie and *parang* batik motif.



Figure 1.1 Batik Brownie



Figure 1.2 Parang Batik Motif

1.2 About the Business

I will sell my Batik Brownie in Bandung. The article entitled “Bandung, Tempat Ideal Bagi Anda Para Petualang Kuliner” mentions that Bandung city is identical with its enchantment of various culinary (par.1). I choose a stand beside the parking area of The Secret Factory Outlet which is located on LL. RE. Martadinata street. Kungz states that, “(LL. RE. Martadinata street) is well known for the factory outlets here and some of the top outlets are found in this area” (par.1). Based on my questionnaires, 72% of the respondents mention that The Secret is the most visited outlet on LL. RE. Martadinata street.

My target market for this business is Bandung people. The article entitled “Bandung, Tempat Ideal Bagi Anda Para Petualang Kuliner” mentions that Bandung people are willing to make a big effort only to get delicious and unique food (par.4). Beside Bandung people, people who come from Jakarta are also potential to be the target market of my Batik Brownie. There are many tourists from other cities especially from Jakarta who come to Bandung in the weekends (Radiana par.1).

Figure 1.3 below shows the logo of my Batik Brownie business. An article entitled “Logo” states that, “Logo (is) a recognizable graphic design element, often including a name, symbol or trademark, representing an organization or product” (par.1).



Figure 1.3 Batik Brownie logo

This logo is appropriate with my business because the colour of this logo, which are dark brown and light yellow, represents the colour of my Batik Brownie which are also dark brown and light yellow, as it is shown in figure 1.1 above. The circle border that has ethnic carving, supported by curly 'B' letter, and added by several curly motif near the 'B' letter gives traditional impression. 'B' letter is for Batik and Brownie. The *parang* batik motif behind the 'B' letter shows batik motif inside my brownie.

1.3 Vision Statement

I have a vision for my Batik Brownie business. Vision is something that a company wants to achieve in the future (Arman par.2). The vision of my business is in 2013 I will have at least one branch at another strategic place in Bandung. The article entitled “Brownies Kukus Amanda Bandung” mentions that Amanda Brownies Kukus started in 2000 and until 2010 it already has 6 branches in Bandung (par.8 and 15). Amanda can make 6 branches in 10 years of its business; thus, I want to have at least 1 branch in the first 3 years of my Batik Brownie business. The article entitled “Peluang Usaha Kecil Oleh-Oleh Cemilan dan Makanan Khas” explains that the chance of making snack business will never die (par.1). I hope I can reach my vision because snack business has a chance to last long.

1.4 Mission Statement

The missions to support and to reach my vision are by making unique innovation, giving competitive price, and doing promotion. Mission is something that is in progress or will be done to achieve the vision (Arman par.3). By doing those missions, I hope people will be interested and want to buy my Batik Brownie; thus, I will have profit to develop my business and to make a new branch.

1.5 Values

The value of my business is culture minded. The article entitled “business value” mentions that, “value (is) the intangible value in a

business, above the value of its tangible assets” (par.1). Culture minded becomes my value because batik is the authentic Indonesian culture. Kalsum and Hasits mention that United Nations Educational Scientific and Cultural Organization or UNESCO has already legalized that batik is the authentic Indonesian cultural heritage on October 2, 2009 (par.2). Thus, by selling Batik Brownie I also participate in supporting the Indonesian culture.

1.6 SWOT Analysis

I do SWOT analysis in running my Batik Brownie business. SWOT analysis is identification of certain factors (Strength, Weakness, Opportunity, Threat) to formulate company strategy by maximizing strengths and opportunities also minimizing weaknesses and threats (Suyono par.2).

1.6.1 Strength

There are some strengths of my product. Strength is defined as the strength of an organization that leads to a beneficial condition for the organization (Faizmh par.4). First, it is the unique batik motif inside the brownie that can be seen when the brownie is cut. The vanilla biscuits will be in layers and result in a batik motif, as shown in Figure 1.1. Second is the unique taste of combination between brownie dough and vanilla biscuits. The brownie itself has a light and spongy texture on the top part and a thick creamy layer of rich chocolate on the bottom. In addition, there

is a new sensation in Batik Brownie which is crunchy vanilla biscuits in the middle. Consequently, Batik Brownie is unique both in appearance and taste. Third is choosing a stand at The Secret Factory Outlet is advantageous because I do not need to rent the place. I just need to share 25% of my income. If my products are not sold out, I do not need to pay anything for the place.

1.6.2 Weakness

The weakness of my business is my Batik Brownie can only last for four days. Weakness is defined as a condition that can cause loss for the organization (Faizmh par.4). Thus, if in four days my products are not sold out then I have to throw them away because my brownies will expire on the fifth day. As anticipation, I will offer cheaper price around 2.500 IDR for Batik Brownies that have not been sold out on the fourth day. Therefore, I can reduce the risk of loss because of throwing the brownies away. It would be better to give a discount rather than throwing them away.

1.6.3 Opportunity

I have distributed 50 questionnaires at The Secret Factory Outlet on September 22, 2009 exactly on 'Idul Fitri' holiday. Based on my questionnaires, 90% of the respondents like to eat snacks and 72% of respondents who come from Jakarta like to try new kinds of snacks. Based on the article entitled "Bandung, Tempat Ideal Bagi Anda Para Petualang Kuliner", Bandung people are willing to make an effort in order

to get delicious and unique food (par.4). Therefore, there is an opportunity of developing my business. Opportunity is defined as organization's opportunity that can give profit for the organization (Faizmh par.5). After my Batik brownie is known by many people, I will develop my business by opening some branches in strategic places around Bandung. Thus, it will be easier for my customers to buy my products.

1.6.4 Threat

In Bandung there are some other brownie sellers that have already been well-known; as a result, they become a threat for my business. Threat is defined as something that will become obstacle and threat along the progression of the organization (Faizmh par.5). Even though they have already been well-known, I am optimistic about my business because my Batik Brownie is unique and different from other brownies.

1.7 Competitors

The competitors of my Batik Brownie business are Amanda Brownies Kukus, Kartika Sari, and Prima Rasa. Competitors are people or institutions that have the same business with us (Damogalad par.2). They are my competitors because they sell similar product which is brownie.

1.8 Prospect of the Business

Brownie has been popular in Bandung and a unique concept is important to run culinary business. Besides, based on the questionnaires that I have distributed, most of the respondents like to buy, to eat, and to try new snacks. Moreover, 74% of my respondents are interested to try when they hear Batik Brownie. As a result, Batik Brownie will be a profitable business to run.