

# **CHAPTER I**

## **BACKGROUND**

### **1.1 Background of the Study**

These days, more people are getting busy with their work without regular breaks. Because of this, they have an unhealthy food consumption pattern. Ironically, these people are also concerned about healthy food. In the past, people chose food to fulfill their hunger; now, demands for nutritious foods are increasing because more and more diseases are caused by consuming unhealthy foods (“Memperhatikan Kebutuhan Nutrisi” par. 2). In addition, because people nowadays are busy, they want to eat food that is practical. It is stated that today most people have many schedules and responsibilities, giving them little time to eat, especially to eat healthy food. (“Eat Right, Enjoy Life!” par. 1 & 2). Based on these situations, I plan to run a food business which serves healthy and practical food.

I plan to run a food business, called Yoghurt Cup. I choose yoghurt because it is a healthy food containing probiotics. It is stated that probiotics are needed to boost the immune system (“Probiotik Tingkatkan Kekebalan Tubuh” par. 1). This immune system is important for today’s people who are very busy and have no healthy eating habits. Besides probiotic, yoghurt is also very high in calcium and a good source of

protein. Calcium is highly beneficial for strong bones and teeth. Moreover, it also encourages the body to maintain normal weight or lose weight. Protein in yoghurt is good for curbing our appetite and helping us feel full for a longer period of time (“The Healthful Benefits of Yogurt” par. 3). Therefore, yoghurt is suitable for people who are concerned about healthy food. I also choose to run this business because many people have become aware that yoghurt is good for our body and it is also tasty. It is mentioned that yoghurt is one of the healthiest foods. It is processed milk with the help of certain bacteria. Moreover, more and more people consume yoghurt (“Percaya, Orang Indonesia Makin Senang Yoghurt” par. 1). The bacteria in yoghurt are good for the body. Therefore, people nowadays like consuming yoghurt.

My business, Yoghurt Cup, is dessert made by layering yoghurt with other ingredients such as fresh fruits, nuts, chocolate, raisin, cereal, cookies, and pudding. I pack my product into a plastic cup. Therefore, it will be easier for customers who like practical food to have it as a take away.

My business will be named Sunny Yoghurt Cup. The word “sunny” means bright and cheerful. Therefore, besides offering a healthy and practical product, I would like to make people feel bright and cheerful after consuming my products. The target market of my business is teenagers and adults who have the characteristics of being productive and practical. These people are the most suitable target for my business because my business offers healthy and practical food.

I choose to open a stand at Paskal Hyper Square because this location

sells many kinds of food. Paskal Hyper Square provides 1,100 kinds of food and drinks, from traditional Indonesian to international menus. This condition makes many people come to this place to choose their favorite food. Moreover, many foods sold in this place are made by order at a more affordable prices compared to food sold at malls. Based on these factors, Paskal Hyper Square is a suitable location for my product. Sunny Yoghurt Cup is produced on the spot and the price is also affordable.

### 1.2 Unique Selling Proposition

The uniqueness of Sunny Yoghurt Cup is on its product. Sunny Yoghurt Cup offers yoghurt with vanilla flavor which other competitors do not have. Sunny Yoghurt Cup chooses vanilla flavor to maintain the flavor of the other ingredients. Customers can also choose their own toppings outside the menus. Therefore, they can choose more than one topping or make a combination of toppings, according to their wish. The other uniqueness is the appearance of the product. Sunny Yoghurt Cup uses a transparent cup as the container. Therefore, the product looks attractive because customers can see the layers of the ingredients.

### 1.3 SWOT Analysis

SWOT Analysis is needed to define the strengths, weaknesses, opportunities, and threats of a business. Johnson, Scholes, and Whittington emphasize that “SWOT summarizes the key issues from the business environment and the strategic capability of an organization that are most likely to impact on strategy development” (119). Therefore,

performing SWOT Analysis is important in running the business in order to make the business run successfully. The next paragraphs explain the strengths, weaknesses, opportunities, and threats of Sunny Yoghurt Cup.

### 1.3.1 Strengths

The first SWOT analysis is strength. Pearce and Robinson state that strengths are special qualities that a company has and which also suitable with the needs of the markets (167). The strength of my business is the healthy ingredients of my product. The ingredients fulfill the need of people for having healthy food. Besides cookies, the toppings of my product also contain fiber and antioxidants. The other strength is good service. It is stated that “Good service is an important part of a diner’s experience” (Elizabeth Downer par. 1). Therefore, I will train the staff to always serve consumers friendly by greeting consumers when they come to our stand and also when they leave our stand, and to always smile when serving consumers.

### 1.3.2 Weaknesses

Weaknesses are the internal conditions that keep a business from developing. It is stated that “Weaknesses are the qualities that prevent us from accomplishing our mission and achieving our full potential” (“SWOT Analysis” par. 4). The weaknesses of my business regard the main ingredient, which is yoghurt, and its flavor. There are some people who cannot consume dairy products and lactose intolerance. Moreover, the flavor of yoghurt that Sunny Yoghurt Cup sells only vanilla flavor. This

becomes the weakness because not all people like vanilla flavor. There are people who want other flavors, such as strawberry and blueberry. To overcome this weakness, customers can choose the flavor which they like for toppings.

### 1.3.3 Opportunities

According to Pearce and Robinson, opportunities mean “a major favorable situation in a firm’s environment” (166). The opportunity of my business is the product I offer is healthy food, since people are concerned about healthy food these days. Therefore, I have an opportunity to develop this business. Moreover, the prices that I offer are cheaper than the other yoghurt businesses, such as Red Mango and Sour Sally. Red Mango and Sour Sally are businesses that sell frozen yoghurt with toppings as well.

### 1.3.4 Threats

Pearce and Robinson maintain that “a threat is a major unfavorable situation in a firm’s environment” (166). Based on the statement, my business’s threat is that there are some competitors who also sell products which contain yoghurt at Paskal Hyper Square. They are *Cherish*, and *Cisangkuy* yoghurt. And for outside Paskal Hyper Square, there are Sour Sally and Red Mango.

Despite the threats and weaknesses, Sunny Yoghurt Cup will become a feasible and profitable business because the product is suitable for the situation these days where more and more people become busy but are also concerned about a healthy eating habit.