

# CHAPTER I

## BACKGROUND

### 1.1. Background of Study

Nowadays, sushi has been quite popular in Indonesia, also in Bandung. Eating sushi has become a part of lifestyle. It was like eating hotdog or hamburger twenty years ago (“Sushi, Makanan Jepang yang Jadi Trendsetter” 1). If one or two years ago it seemed that sushi was for high economic class people only, now the middle up economic class can also enjoy sushi. It can be proven by the growing number of restaurants that sell sushi with affordable prices. Sushi restaurants is also quite affordable now for employees and students since sushi restaurants see students and employees as a wide target market. Sushi Alley, Sushi Boon, and Sushi Den are the examples of sushi restaurants in Bandung that provide sushi with affordable prices.

Besides sushi, many people in Bandung are attracted to another trend which is fish spa. Fish spa places, like Kenko Fish Spa in Paris Van Java

mall in Bandung, attract people because of their uniqueness. Fish spa can make your feet skin pretty and soft because the Garra Ruffa fish will nibble your dead skin to make your feet skin more beautiful (Yulianti 5). Because of the benefit of fish spa, more and more people especially women want to try it.

Observing the popularity of the two businesses in Bandung, I decided to open a place where people can eat sushi and enjoy fish spa before or after they eat sushi. I am confident that combining sushi and fish spa in one place will be a very profitable business. The name of the place is "Sushi Spa". I choose this name because the name reflects the two products of my business, which are sushi and fish spa.

The location will be at Dago Plaza. I choose this place because Dago Plaza has been known as a very popular place in Bandung for people to hang out. Dago Plaza has been the major destination for people in Bandung during weekend. Another advantage of Dago Plaza is that around Dago area there are offices and schools that will be an advantage for my business. My main target market is working women who enjoy fish spa and also like to eat sushi. Students also can be a potential target market since there are many schools around Dago.

## 1.2. SWOT Analysis

In this part, I will analyze the SWOT of the "Sushi Spa" business. First is the analysis of the strengths of the business. The first strength is the price of

the sushi. The price is set to be affordable for people from middle up economic class, which is a target market of Sushi Spa, to come to my place. The second strength is the fish spa itself. People can enjoy fish spa and eat sushi in one place. This can also attract people, especially working women, to come because they will enjoy fish spa treatment to make their feet skin soft. Third is the location which is at Dago Plaza. Besides as a place to hang out, Dago has been known as one of the business centers in Bandung. Therefore, women who work around Dago area can enjoy “Sushi Spa” after they work or during their break time. The place is also near several schools, such as SMAN 1, SMAK Dago, and SMAN 19, which means students can also come to “Sushi Spa” after school.

There are also some weaknesses of this business that I need to deal with. The first weakness is, as the owner, I do not have any experience in running this business, even though I have the knowledge. These means I might not be able to run the business as smooth as those with experience. Another weakness is the maintenance of the fish spa. Because I have to manage the hygiene of the fish spa, I will need to give extra time, energy, and cost.

The opportunity of my business is that my place will attract many people to come and try since this is the first place in Bandung that provides people with sushi and also fish spa at the same place. People in Bandung also like to try new things. It can be proven from the previous sushi restaurants and also fish spa places that attract many people in Bandung to come.

The threat of this business is that there are many sushi places and famous fish spa places in Bandung. Sushi Alley in Jalan Riau and Kenko Fish Spa at Paris van Java Mall are the main competitors. Sushi Alley offers people with affordable price of sushi. People can also relax their feet because Sushi Alley offers special stones for foot massage. Kenko Fish Spa is also a competitor since this is the currently famous fish spa in Bandung and many people have known and tried it.

My business has vision and mission. The vision is to make "Sushi Spa" the most popular place to hang around while enjoying sushi and spa. The mission is providing Japanese original taste of sushi and a relaxing fish spa place in Bandung. For the sushi, I will serve only the best quality and fresh ingredients so people can enjoy the delicious healthy sushi in its original taste. As for the fish spa, I will always look after the maintenance of the spa so the fish spa will always be clean and hygienic for customers; therefore, people can relax in a hygiene-guaranteed fish spa.