

CHAPTER I

THE BACKGROUND

1.1 Background of the business

Ice cream is a famous kind of dessert that has been known by people over the world. Almost all ages from children to old people love ice cream. Based on the article of Best Ice Cream Maker Reviews, it is stated that “There is not a single soul in this world who would say that he or she does not like ice cream. Ice cream is adored by almost everyone. Irrespective of age group, ice cream is enjoyed and loved by people all over” (par. 1).

Nowadays, ice cream is not only served for dessert after having main course meal, but it also has become kinds of beverage that everyone can consume anywhere and anytime. Because of that, people create a business which sells ice cream only. Some of them open in the small stand in the malls and the others open in larger and cozy places. They sell ice cream with delicious taste and create various flavors to attract the customers to buy their ice cream.

Generally, ice cream cafés only focus on creating new tastes of ice cream to attract the customers. People usually consume ice cream directly when it has been served or consume it with some toppings either in or on the ice cream. Therefore, I want to create a business of ice cream café which is different and can be enjoyed by everyone. My business offers a different way of consuming ice cream because the customers need to dip the ice cream into the fondue before they consume it. My business is Ice Cream Fondue. Based on the article of Chocolate Fondue Sets 66, it is explained that “The word “fondue” comes from the French word *fondre*, meaning *to melt*” (par. 2). In my business, fondue is the sauce which covers the ice cream and is placed in a pot.

My business will be located in Paragon Mall, Pemuda no 118 Semarang, Central Java. The reason for choosing Semarang is because first, Semarang is a hot city. It is truly stated in article Semarang Weather and Climate that, “Many locals in Java refer to Semarang as the 'hot city', due to its especially sunny weather and fine climate” (par. 1). Therefore, ice cream is demanded especially during hot days. Second, I choose Paragon because it is a new mall in Semarang. Besides, Paragon is near a university, a school, and some offices.

The name of my ice cream café is **Ice Cloope**. The word **Cloope** must be pronoun with an Indonesian accent, therefore it becomes “clup” which means

celup. This name is based on the way the customers consume this ice cream fondue. They dip the ice cream into the fondue.

1.2 About the business

Ice Cloope is portion of balls of frozen ice cream and some toppings such as fruits and snacks, which are placed in the different plates, and be served with the fondue in the pot. Then, the ice cream is dipped into the fondue. **Ice Cloope** (henceforth, **IC**) provides three kinds of fondue.

- Chocolate

It is an ingredient which is very popular in the flavor of candy, cake, jam, cookies, milk, and even ice cream. It is clearly stated in an article For The Best Chocolate Recipes and Ideas For Cooking With Chocolate, “It’s for those who know that chocolate is just about the planet’s favorite ingredient. From children to elders, from gourmets to gourmands. Yes, even you and definitely me” (par. 2).

- Yoghurt

Yoghurt has unique sour and sweet taste. Besides, it also has many good nutrients for the body. Julene Tripp Weaver explains that, “Yoghurt is rich in potassium, calcium, protein and B vitamins, including B-12” (par. 1).

- Honey

Honey has great taste and a lot of benefits for health. "Honey's antioxidant and anti-bacterial properties can help improve digestive system and help you stay healthy and fight disease" ("Health Benefits of Honey" par. 3).

IC has 3 size portions of ice cream fondue. The small size is for one person, the medium size is for two persons and the big size is enough for four persons. Thus, the customers can enjoy it together with their friends or members of family.

IC will design the café with wallpapers, seats, tables, and decorations as comfortable as possible. Hence, the customers can feel relaxed and enjoy the atmosphere of the café. Besides, **IC** also provides magazines, audio music and free hotspot with high-speed access as its facilities.

1.3 Vision and mission statement

In an article of Vision Statement, Susan Ward explains that "a vision statement is sometimes called a picture of your company in the future but it's so much more than that. Your vision statement is your inspiration, the framework for all your strategic planning" (par. 1). **IC** has a vision which is to be the most favorite ice cream café in Semarang for people to hang out. "A Mission Statement is the starting point for designing jobs, establishing the company structure, and plotting its competitive strategy" (Norman and

Thomas 85). The mission of **IC** is giving the best product and service for the customers. IC guarantees that the product is made of fresh and fine quality. In addition, IC gives fast and friendly service to satisfy the customers.

1.4 SWOT Analysis

SWOT stands for Strength, Weakness, Opportunity, and Threat. Based on an article entitled Strategic Management, SWOT Analysis is “a scan of the internal and external environment strategic planning process” (par.1). The internal factors usually can be classified as strengths (S) or weaknesses (W), and the external analysis can be classified as opportunities (O) or threats (T). SWOT Analysis can help **IC** to make an action plan to build on its strength and opportunity and correct its weakness and threat.

1.4.1. Strength

The first internal factor is strength. Strength is “positive internal factors that contribute to accomplishment of objectives” (Norman and Thomas 88). **IC** has more strength than other ice cream cafés in Semarang. First, **IC** biggest portion of ice cream fondue is enough for four persons. Meanwhile, the other ice cream cafés only provide a portion of ice cream for one and two persons.

Second, **IC** has more choices of fondue. The sauces are chocolate, yoghurt, and honey. On the other hand, some ice cream cafes only provide chocolate as fondue or they even do not have any fondue.

Third, IC offers self-service to the customers. They can choose their favorite toppings and kinds of fondue. They also dip the ice cream into the fondue by themselves. In some ice cream places, the ice cream has been dipped into chocolate fondue by the waiter or waitress.

Additionally, IC uses low-fat milk for the ice cream and fresh fruits which are healthy. In Semarang, only a few of ice cream cafés which use low-fat milk for their ice cream.

1.4.2. Weakness

The second internal factor is weakness. Weakness is “negative internal factor that inhibit the accomplishment of the objective” (Norman and Thomas 88). The weakness of **IC** is the product cannot be taken away. The ice cream can melt fast and it takes time to bring it home. In addition, the chocolate fondue has to be heated to keep it always melt and fresh.

1.4.3. Opportunity

The first external analysis is opportunity. Opportunity is “positive external options the firm could employ to accomplish its objectives” (Norman and Thomas 90). The first opportunity of **IC** is ice cream is very demanded in Semarang. It is because the weather is hot in Semarang, especially in the afternoon. People often refresh themselves by consuming ice cream. The

second opportunity is **IC** will open another branch which has larger and cozy place if this business has been successful and gain a lot of profit.

1.4.4. Threat

The second external factor is threat. Threat is “negative external forces that inhibit the firm’s ability to achieve its objectives” (Norman and Thomas 90). The threat of **IC** is there are many ice cream cafes which are still to be customer’s favorite in Semarang for example Pelangi, Florian, Baskin Robbin, and Flamingo. However, Pelangi and Florian are the real competitors for **IC** café. Pelangi has large and cozy places for the customers to hang out. Meanwhile, Florian has many variants of ice cream.