

CHAPTER I

INTRODUCTION

1.1 Background of the Business

Nowadays, people become more and more concerned with living a healthy life. Generally, people who are concerned with their health will have the knowledge of the food which can be used to determine whether the food is healthy or not. This is also stated by Ellie Krieger (11) who believes that knowledge of the food that we are about to eat is important because that information will help us to understand and make better choices. We need to make a better choice because there are two kinds of foods. The first is unhealthy food. According to Indiadiets Foods, “unhealthy foods are some foods which are considered unhealthy on grounds of their being high in calories (saturated fats), lack of antioxidants and fibres” (par.1). The examples of unhealthy foods are French fries, white bread, cakes and butter. The second is healthy food. Natalie Bennet said that “healthy food should compromise a lot of vegetables and fruits, and scratchy food such as bread, cereals, and pasta (ideally whole-grain), some foods strong in protein such as

fish, eggs, and some milk and dairy foods” (par.2). The example of healthy food is *tempeh* which is high in protein and wheat bread which is high in fiber.

Based on that fact, I would like to present an alternative way of healthy eating habit in the combination of *tempeh* and burger as the new concept of fast food. In this case, I take fast food, because fast food has grown fast and been everyone’s favorite. However, fast food is also identical with unhealthy lifestyle. That is why I would like to show that fast food can also be a good choice to be eaten in a healthy way. The result of my survey supports this fact. I have done some research on people who visit Paskal Hyper Square. It shows that forty out of fifty people who are above 25 years old said that they love and often eat fast food because of the taste and speed. However, the others said that they do not like fast food because it is not good for their health and contains a lot of food preservatives. The fact that fast food is not healthy is also supported by John Burstein (5) who believes that fast food is high in calories, sugar, sodium, fat and low in vitamins and minerals, which can cause diseases to human body. Due to the bad effects of consuming unhealthy fast food for our health, T-Burger tries to fulfill the needs of being healthy through the alternative concept of healthy fast food; the kind of fast food which can fulfill the needs of healthy food for both common people who eat any kinds of food and vegetarians who only eat food which do not contain meat.

The spirit of healthy eating habit can be earned by people in general. People who are not vegetarians and care about their health will determine the foods that they eat. Sometimes people do not realize that they need to maintain physical balance. The most important action to achieve physical balance is eating habit. It is proven by Jay Greenfeld who says that “eating habit is the most expensive properties on board. People are easily unaware about what they eat that can give more harm than good. It is important to maintain and establish healthy eating habit by knowing what you eat, whether it is good or not for your body” (13). In order to maintain the physical balance, people have to start modifying their eating habit. That is why the concept of fast food that T-Burger makes can help people to eat healthily. Furthermore, this fast food can also be enjoyed by people who are vegetarians.

Nowadays, living as a vegetarian is becoming the alternative choice for a healthy lifestyle. It is proved by Suzanne Hobbs who states that “the fact is vegetarians generally enjoy better health and longer lives than non vegetarians. Vegetarians are at lower risk for many chronic, degenerative diseases, and conditions” (18). That is why I choose to make a food business which can fulfill the need of being healthy and suitable for vegetarians and people in general, called *tempeh* burger.

As the unique selling point of the business, *tempeh* burger is the kind of fast food which combines Indonesian traditional food which is *tempeh* and wheat buns; both of them can be consumed by not only vegetarians but also

non vegetarians. The reason why T-Burger chooses *tempeh* and whole wheat bread is that it supports the healthy eating habit which is looked for by people nowadays. T-Burger wants to help people to modify their eating habit for their own health by offering this burger which is based on the vegetarian diet. T-Burger also uses wheat bread to replace the white bread as it is used commonly to make a burger. The choice of wheat bread is to reduce the consuming of carbohydrates. Arnold Lorand (311) believes that vegetarian diet can be a great alternative since there are a lot of people nowadays who avoid eating too many carbohydrates which can lead to diabetes. It is also supported by Food Standard Agency who believes that scratchy food like wheat bread is easily to be digested which can make us feel full longer than usual white bread and wheat bread is a good source of energy and main source of nutrition for our body (par.2). We can conclude from the statement that wheat bread can give us a lot of nutrition and carbohydrates for our body and also make us feel full. This is also said by Elson Haas and Buck Levin who state that “wheat contains vitamin E, high in fiber and nutrient-rich” (325). Moreover, the fillings of the burger contain vegetables and variation of sauces which can add more variations on the taste.

I am sure that the business can have a great and promising future because it can fulfill people’s need of healthy lifestyle by giving the alternative way on how to have a healthy eating habit. It is also stated by Elsen Haas and Buck Levin that “we can make a huge difference in our overall health,

weight, and energy level by incorporating some of the healthy eating habits” (391). T-Burger tries to take a lead on persuading people to start having a healthy eating habit.

1.2 Vision and Mission

When establishing a new business, there must be a vision as the target goal that each company wants to achieve. As Jonathan Carey states that “vision is key to succeeding; after all, it is vision that enables us to see opportunities where other see only challenges, and that allows us to see victory where others see defeat” (13). In starting this new business, T- Burger also has a vision as the goal to achieve. The vision of T-Burger is “to be a fast food business with the spirit of healthy eating habit”. In order to accomplish the vision, the owner has to set the mission of how to reach the vision.

The general mission of T-Burger is “fulfilling the need of healthy eating habit based on the customers’ demand”. From that general mission, T-Burger will specify it into more detailed missions:

1. providing the fresh and satisfying quality ingredients to gain the trust from customers.
2. making innovation on the menu by varying the sauces and the fillings of the burger which maintain the concept of healthy fast food.

1.3 The SWOT Analysis

As a new food business, T-Burger notices that to accomplish the vision and missions, T-Burger has to analyze and admit any possible things that might happen by knowing the strengths and weaknesses of the business itself and also opportunities and threats of the business. Martin Mosho, a successful businessman from Brooklyn, states that “one way of evaluating your business and determining goals for the future is to use the SWOT analysis” (43). T-Burger is able to develop and grow better by doing the SWOT analysis which can help T-Burger to predict and anticipate for any circumstances that might happen in the future.

The strengths of T-Burger are first, T-Burger has made an effective innovation by making the new concept of fast food which is vegetarian one for the customers who are looking for healthy food. Second, T-Burger also provides affordable prices, which is based on the calculation of mark-up pricing and *perkapita* of Bandung 2010. The Polish economist, Michal Kalecki says that “mark-up pricing is an aspect of average cost pricing in which firms calculate the average cost of the product and add on a mark-up, profit” (par.1). Furthermore, *perkapita* of Bandung 2010 is Rp 247,000.00 based on the newspaper of Pikiran Rakyat. Thus, the price is affordable for middle-low economic class as T-burger’s target market.

The weaknesses of T-Burger are first, T-Burger has limited promotional activities due to the limited budget. With the limited promotional activities, T-Burger will have difficulties in introducing the product to the customers.

Second, it will be difficult to build up a well-known reputation among the customers because of the limited promotional activities. Third, T-Burger has a limited distribution of the product since there are no other branches.

The opportunity of T-Burger is able to meet the need of the customers based on the survey which is their needs of healthy food. The result of survey shows that more than twenty percent out of a hundred percent, people are eager to taste healthy fast food if there is one in Bandung. Moreover, in the future, T-Burger will make variation on the fillings which will always maintain the healthy eating habit concept.

The threats for T-Burger are first, competitors; others burger sellers, provide more variety of menus such as the flavors, choices of sauces, and the choices of fillings. Second, competitors set a lower price for similar products.

T-Burger plans to open the business by renting a medium size stall in Paskal Hyper Square. Furthermore, T-Burger also has predicted some possible competitors. In every kind of business there must be competitors, therefore T-Burger as a beginner has to know its competitors. Peri Pakroo says that “knowing who your competitors are and what they are doing will help you establish and maintain a competitive edge” (206). By knowing T-Burger’s competitors, T-Burger will be flexible and try to always meet customers’ needs. The competitors run the similar concept of burgers. There is Mr.Moo, one of the new burger sellers, which has already had some branches including in Paskal Hyper Square. Moreover, there are McDonalds,

Burger King, Karl's Burger, Wendy's, Burger Klenger outside Paskal Hyper Square.