

CHAPTER I

BACKGROUND

1.1 Background

The development of Indonesian soccer is developing. It can be answered and shown in the attendance of the supporters who always fill the stadium of their favorite club. Bandung has a lot of soccer lovers. Persib is known as West Java's team of the famous soccer club which has achieved many Indonesian trophies. Viking, the loyal supporters of Persib, always fill Siliwangi stadium to enjoy the performance. These aspects inspire me to create a spot where Persib lovers can get together with other Persib lovers. The place will be named Persib Cafe and Bar (PCB, hereafter). It is not only the place where Persib lovers gather, but also a place where they can watch together, enjoy food and beverages, and enjoy the atmosphere of Persib Bandung soccer club. PCB is a place which combines the concept of a café, of a bar, and the atmosphere of soccer. However, PCB is different in terms of its target, which is Persib lover.

According to Persib Fans Club, there are more than 10,000 fans registered in that fans club. Considering the number, at least I can take some of them to be the first target to make them come to PCB. Based on that condition, I decide to build PCB that represents Persib Bandung's identity as the attraction for the customers. It will be built on Jalan Aceh 91, close to Siliwangi Stadium.

My vision is to create the café & bar that offers sport entertainment combining café and bar concepts with Persib environment with the display of Persib Bandung memorabilia. The café will support Persib Bandung activities, for example when Persib Bandung wants to introduce the team players in the opening season of Indonesian League, or it can become the spot where Persib Bandung lovers gather. The company's mission is to make PCB as a symbol of sport entertainment place by cooperating with the organization of Persib Bandung, the official team, the players, and Persib Bandung fans.

1.2 Unique Selling Proposition

The term Unique Selling Proposition (also Unique Selling Point) is used to refer to any aspect of a product that differentiates it from products of the same kind. About Unique Selling Proposition, Reeves maintains that it is "a theory to explain a pattern among successful advertising campaigns of the early 1940s. It states that such campaigns made unique propositions to the customers and that convinced them to switch brands" (qtd. in [wikipedia.com](https://en.wikipedia.org/wiki/Unique_selling_proposition) par.1). Based on the statement, I have to emphasize the

differentiation of PCB's products or services to attract customers, then the customer will switch their brands from other sport entertainment cafés in Bandung to PCB. To differentiate PCB from the other sport entertainment cafés, I offer the customers with combining European and Sundanese food as the main menu, because the majority of Persib lovers come from West Java, especially from Bandung. Then, I will put Persib Bandung trophies and merchandises displayed as part of the main concept of PCB, which is sport entertainment. These are PCB's Unique Selling Points.

1.3 SWOT Analysis

SWOT consists of strength, weakness, opportunity, and threat. SWOT analysis, according to Hill and Westbrook, is

a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective. SWOT analysis may limit the strategies considered in the evaluation. (qtd. in wikipedia.com par.1)

In the following, I will discuss strength, weakness, opportunity, and threats as part of a strategic planning to see the prospect of building PCB based on the needs.

1.3.1 Strength

Strength in this context is “attributes of the organization that are helpful to achieving the objective” (Hill and Westbrook qtd in. [wikipedia.com](https://www.wikipedia.com) par.3). Based on the statement, in the cafe and bar, I present various Sundanese, European foods and beverages, which is combined with local ingredients and also the atmosphere of Persib Bandung Team as the attributes of PCB. It will help in achieving the objective of PCB, which is to be known as a sport entertainment cafe and bar that has Persib Bandung atmosphere.

1.3.2 Weakness

Hill and Westbrook explain that weakness is “attributes of the organization that are harmful to achieving the objective” (qtd. in [wikipedia.com](https://www.wikipedia.com) par 3). Based on the statement, I find the things that will be our weaknesses. First, the equipment needs a lot of money. Second, we do not have as various menu as our competitors do. Last, PCB needs a lot of money to recruit employees because we have 2 departments. PCB needs to consider the weaknesses to avoid them and decrease the possibilities of their bad impacts.

1.3.3 Opportunity

In Hill and Westbrook’s words, “opportunity is external conditions that are helpful to achieving the objective” (qtd. In [wikipedia.com](https://www.wikipedia.com) par 3). Based on the quotation, I have external conditions as the reasons to build PCB on Jalan Aceh 91. First, there is no other café around the area. Second,

the environment is natural with a lot of huge trees. Also, there are a lot of public transportations passing by the area. I could see that these opportunities make PCB is prospective.

1.3.4 Threats

According to Hill and Westbrook, threats are “external conditions which could do damage the business's performance” (qtd. in wikipedia.com par. 3). Based on the statement, the external condition that can disturb the performance of PCB is when Persib Bandung does not win in a soccer match, the fans can damage the facility of PCB and can disturb the security of the café and bar. Also, PCB has great competitors that also has sport entertainment concept, such as MU Café and Auto Café. And also the place is expensive.