

CHAPTER I

THE BACKGROUND

1.1 Introduction

Donut is a kind of snack that can be consumed easily. Besides, people find it convenient as a quick meal when they only have limited time between their activities. Children, teenagers, and adults like donuts. In the western countries, people consider donut as one of the most favorite snacks. In an article entitled “Donut Paradise”, D’Agenais explains that donuts “... are our beloved sweet treats on the run. They're a quick breakfast, a guilty pleasure, a workplace snack and a family favorite” (par. 1).

Donuts are not only a favorite snack in America, but Indonesian people especially in big cities also like them. Therefore, I have a plan to open a donut café; the name is **Little-O** which is located at Jalan Westhoff 1 Bandung. The reason of choosing that place is because it is near schools, so teenagers who need a place to eat and relax at a cozy place can have an easy access to this cafe. Besides, it is also near some business areas such as banks and shops where there are many workers who are potential

customers and may need a fast meal to consume. The name **Little-O** refers to the small hole which a donut has. The target market of my café is the teenagers who love trying new kinds of food and enjoying the atmosphere of a café. As we know, most of donut cafés in Indonesia provide variety of donuts, but they just mix a variety of the already common toppings such as cheese and chocolate. I would like to propose a promising business, that is **Little-O**, a donut café that serves donut as a meal, a fast-served meal, as an alternative food for breakfast and lunch. Besides, **Little-O** provides self-service for choosing the toppings. It will be interesting for consumers to come to a donut café where they can buy the donuts and enjoy the atmosphere. People cannot enjoy the donuts at the bakery because in a bakery, people tend to come and go. That is why, I open a café for people who want to enjoy the donut and other facilities provided. Beside donut as the main choice, **Little-O** provides hot and cold beverages such as chocolate and juices.

Nowadays, people need information anywhere and anytime, they need to connect with the Internet wherever they are. Therefore, the café provides hotspot area to accommodate business people or students to get connected with the Internet. Moreover, **Little-O** also designs the room to create a cozy atmosphere, where people find it comfortable, relaxed and enjoyable. **Little-O** provides comfortable sofas and there are also chairs and tables specially arranged for people to gather together and spend time with friends conveniently. Furthermore, it is the café's goal to give an opportunity for everyone to enjoy the donuts with affordable price and high

quality. The café also offers cozy atmosphere that everyone will enjoy. It is expected that the donut cafe will be famous by giving a fast and friendly service as well as special packages, promotion and quality to all consumers.

1.2 Unique Selling Proposition

There are many kinds of donut vendors that are already in the business offering various kinds of tastes and toppings. However, this café offers a new variety of the product as well as novelty in the choice of toppings of the donut based on the consumers' choice. Beside the original donuts made from flour, **Little-O** also offers donuts made from potatoes and flour with variety of toppings such as salami, beef, chicken, and egg. The more common kinds of donuts provided are those made from flour with the toppings such as: chocolate, cheese, almond, tiramisu, strawberry, and blueberry.

Furthermore, people can make their own donut by choosing and mixing the toppings available. It can become one special offer for the consumers to put various kinds of toppings on their donuts.

1.3 S.W.O.T.

The strength is the café offers fresh donut as a meal, including those made from potatoes. Potato donut makes people feel full when they eat it. In addition, the toppings are beef, chicken, salami, vegetables, and egg, which are exceptional.

However, there are many big competitors of similar business. Another weakness is the fact that donut does not last long. It is only fresh within 3 days.

The new variant of donut and the new idea of making donut a meal will become special attractions for people to come to **Little-O**. That is the opportunity of my café.

The threat of **Little-O** is other donut cafes at H.O.S. Tjokroaminoto Street which are well-known in Bandung, namely J.CO Donuts and Coffee, and Dunkin' Donuts.