

CHAPTER I

BACKGROUND

1.1. Background of the Study

Meatballs have been famous in Indonesia because it is stated that “We can find meatballs everywhere in Indonesia, such as in the street road, traditional market or even in a big restaurant. Actually there are various kinds of meatballs in Indonesia” (Lia par. 1). Accordingly, it is clear that generally, meatballs have been familiar for Indonesian people and almost everybody has been enjoying meatballs.

As we know, nowadays meatballs have the variety of tastes and shapes. Besides, some people make meatballs as the meal for their daily lives. It is stated that “There are many kinds of meatballs, using different kinds of meats and spices” (“Meatball”). That is why, with the variation of meatballs and also its familiarity among Indonesian people, meatballs also can be one of the favorite culinaries in Bandung. In addition, it is stated that:

Bandung is one of the cities that becomes popular for many reasons as a weekend-break destination for people living outside Bandung. The cooler climate of highland plantation area, the varieties of food,

cheaper fashion shops that is located in factory outlets and distros, golf courses, and the friendliness of local people have become the main attraction of the city ("Bandung").

Therefore, Bandung is a nice place to relax for families while enjoying the local culinary and the view. Furthermore, people not only want to enjoy the food, but they also think of the taste of the food. People try to find the new variation of meal that is easy to consume and has various tastes.

Based on a small-scale survey that I have done with 100 respondents at Riau Street, it can be seen that 65% of the respondents who are women said that they have not known yet about grilled meatballs. Besides, 95% of respondents also state that they are interested to know and try the grilled meatballs with variety of tastes. Therefore, it is shown that this business has good prospect for the future.

Considering the opportunity in opening food business, there are many people who want to try new variation of meal in culinary. That is why, I try to offer low fat grilled meatballs as a local snack because meatballs have been famous in Indonesia and they are easy to prepare and process.

The name of my stand is **three basis**. I choose **three basis** as the name of my stand because I will offer low fat grilled meatballs with three low fat grilled meatballs per skewer with variety of tastes which depend on the buyers' order. Besides, the stand uses a cart that is designed with pink and white combination as a trade-mark of **three basis**. **Three basis** will offer low fat grilled meatballs that can be produced with low capital and it is profitable.

1.2. Unique Selling Proposition

As we know, there are a lot of sellers that sell meatballs or grilled meatballs in Bandung and some cities outside Bandung but there are only a few people who sell different tastes of meatballs. That is why, I plan to open a stand that sells low fat grilled meatballs with various tastes that are different from others.

My low fat grilled meatballs have fillings such as cheese and egg. Moreover, there are original grilled meatballs, it means that there is no filling of the low fat grilled meatballs. On the other hand, I will also serve my low fat grilled meatballs with variety of sauces namely hot sauce, soy sauce, peanut butter sauce and *Padang* sauce. Besides, I will pay attention to the hygienic aspect to ensure the quality of the low fat grilled meatballs. A portion of my low fat grilled meatballs is three low fat grilled meatballs per skewer and people can choose the tastes or sauces that they want.

Besides, I will offer affordable prices for middle to high social classes. The range of prices for the low fat grilled meatballs is 4,000 IDR to 6,000 IDR.

1.3. SWOT Analysis

Based on the article entitled “SWOT analysis” at Wikipedia, it is stated that “SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture” (par. 1). Besides, according to an article entitled

“SWOT analysis” at Learn Marketing, it is mentioned that “Strengths and Weaknesses are internal factors which are controllable by the organization. Afterwards, Opportunities and Threats are included in external factors which are uncontrollable by the organization” (par.1). Hence, it is possible to evaluate internal conditions of the corporation, its strengths as well as weaknesses and to compare them with opportunities and threats that come from external environment.

Therefore, doing an analysis of this type is an important way to better understand a business and its market. My business plan also has SWOT aspects in running **three basis**. The SWOT analysis of **three basis** is as follows:

1.3.1. STRENGTHS

The definition of strength is stated in an article entitled “SWOT analysis”, that “Strength is the attributes of the organization that are helpful to achieving the objective” (par. 2). Therefore, the strengths of **three basis** products are that **three basis** will offer various kinds of low fat grilled meatballs with various tastes that are new for people in Bandung. Besides, customers can choose the variety of low fat grilled meatballs' tastes that are low fat grilled meatballs with cheese, egg, and original grilled meatballs. Moreover, my low fat grilled meatballs can be combined with various kinds of sauces such as soy sauce, hot sauce, peanut butter sauce and *Padang* sauce. It takes approximately 5 minutes to serve the low fat grilled meatballs to the customers. Moreover, **three basis** features

both the cleanliness and the service. My low fat grilled meatballs product is made with a high quality of low fat beef and has variety of tastes with affordable prices of low fat grilled meatballs.

1.3.2. WEAKNESSES

Based on the article entitled “SWOT analysis” at Wikipedia, it is explained that “Weakness is the attributes of the organization that are harmful to achieving the objective” (par. 2). That is why, **three basis** also has the weakness that is, this product is cooked on charcoal grill. It is stated that “Charcoal grilling is dangerous to our health, if we do it too excess. Burning charcoal or any wood causes the formation of hydrocarbons and soot particles that are hazardous to our health and pollute the air” (Georgii par. 2). On the other hand, to overcome the weakness, I will combine the low fat grilled meatballs with the cucumber, because it is believed that:

...eating grilling food like satay together with carbon after barbequing can cause cancer. But people have a cure for that. Cucumber should be eaten after we ate the grilling food because, grilling food has carcinogen (a cancer causing element) but cucumber is anti-carcinogenic (“Cucumber and Cancer”).

Consequently, I cannot suggest to the elders and people who have health problem to consume the low fat grilled meatballs continually. Moreover, there are some food stands that sell many kinds of meals and snacks around of **three basis** stand.

1.3.3. OPPORTUNITIES

According to Kotler, it is mentioned that “A marketing opportunity is an area of buyer need or potential interest in which a company can perform profitably” (102). As a result, in running a business, people have to know their opportunities in performing their business.

Therefore, **three basis** can introduce the various tastes of low fat grilled meatballs, so that low fat grilled meatballs can be more popular than before in Bandung. Accordingly, **three basis** can open some other branches in other cities in Indonesia.

In addition, these opportunities can also be supported because **three basis** will be located at Riau Street 89. It is a food court and **three basis** will rent a stand to run its business. The name of this food court is CJ's Café. Moreover, the business hour of **three basis** is Monday to Sunday at 10.00 am to 10.00 pm. I choose this location, because it is one of the shopping areas that has so many famous factory outlets in Bandung and it is also easy to be accessed by public transportations. Therefore, **three basis** can be known by many people. Besides, this location is also an interesting area for local tourists because there are many kinds of local snacks and foods. However, there is no café or stand that sells low fat grilled meatballs with variety of tastes like **three basis**. The place of selling meatballs is outdoor. It is like an outdoor food court with a canopy so that the area is nice to be a place for hanging out with families or friends. Besides, while enjoying the foods of CJ's Café, the customers can also enjoy the free Internet access.

1.3.4. THREATS

Based on Kotler's statement, it is explained that "An environmental threat is a challenge posed by an unfavorable trend or development that would lead, in the absence of defensive marketing action, to deterioration in sales or profit" (104). As a result, it is clear that in business, the businessman will find the threats that can be the challenge for running their business.

Consequently, competitor can be one of the threats in running this business. Although there is no stand that sells low fat grilled meatballs, my product can have some competitors which sell other snack products, those are *Beef Eaters*, *Roti Bakar*, and *Mandeep Bakso Malang Asli*. Besides, the competitors may imitate **three basis** products because they are easy to process and prepare.