

# CHAPTER I

## THE BACKGROUND

### **I. Background**

I would like to do food business because food is one of the basic needs of people and people always eat and drink. Everyday people need food for their breakfast, lunch, and dinner. However, some people need food not only for their meal times, but also for their snack times. Some of them do not want to eat too much, but only a little portion. People also like to socialize with their friends or their colleagues while enjoying food. Based on these reasons, I would like to open a small café in Bandung. I choose to open a café because a café has a unique concept which is the place where people can spend their time and do other activities beside eating, such as, reading, chatting, and browsing. I choose Bandung because this city is one of the big cities in Indonesia which provides many kinds of food. Bandung is also the center of the factory outlet business; therefore, people from other cities like to visit Bandung.

By opening this business, I would like to establish a unique café which provides sausages in various and unique types, also beverages such as

tea, mineral water, and soft drinks. I choose sausages because there are few competitors in Bandung which provide sausages as their main menu. Sausages are crashed meat wrapped by a kind of skin from animal intestines. People who eat sausages will get a lot of proteins to do their activities all day. If people do not have much time to have breakfast, lunch, or dinner, people can eat sausages because they are easy to eat and easy to prepare. People can also eat sausages during snack time, and they can cook them at home.

My small café is called The Roman. The Roman is taken from the name of The Roman Empire in the 10<sup>th</sup> century. It was the first time when people made sausages. There was no refrigerator at that time; therefore, in order to preserve the meat, the Romans crashed the meat and wrap the meats with animal intestines.

The Roman will be located on Cihapit Street 31. I choose that location because I have a place there, and there is no sausages café in that area. There will be a lot of potential consumers because it is near schools, banks, factory outlets, hotels, sport center, offices, and mini markets.

The Roman will open every day from 11 a.m. to 11 p.m. It is the normal time for people to have lunch and dinner, or for people who want to hang out with their friends or colleagues.

## **II. SWOT Analysis**

We have to think about our strengths, weaknesses, opportunities and threats while running any kind of business to make us know about our

business' characteristics to be able to minimize the weaknesses, and to deal with the threats that we face. The Roman also has its characteristics. The following is The Roman's SWOT analysis.

The strengths of my business are The Roman provides vegetarian sausages, besides the regular meat sausages. This is unusual because people think that sausages always contain meat, while these vegetarian sausages do not. Moreover, I, as the owner, have an experience in food business. The Roman can become famous and big because The Roman makes the first concept of vegetarian sausages café. The Roman will serve different menus with an atmosphere that is different from other cafés. The Roman will also provide different sausages with different menus, tastes, sizes, and colors from what other cafés provide.

The weakness is that The Roman is only a small business because the business starts with small capital and the place is not too big, which is only for 50 consumers. So, if there are more than 50 consumers, the consumers who do not get a place to sit will go to other restaurants or cafés.

The opportunity is people around Cihapit Street, Bandung, and from other cities can try the food and will tell others about it. People who know this new information will come and eat at The Roman. The strategic place also becomes The Roman's opportunity because there are so many business places in Cihapit area. People who come to factory outlets and want to get some food can come to The Roman. People from other cities also become my opportunity because they like to try something new and

want to find the uniqueness of Bandung. If they can find a unique food, they like to try it and they can find the unique food at The Roman. The Roman has a few competitors, and the locations of these competitors are very far from Cihapit area. One of the competitors is located in Lembang, which means it takes a long time to reach that place. The other competitor is located on Setiabudhi Street.

The threat is that people can choose other kinds of food, such as sundanese (Ibu Ade Restaurant), chinese (Ten to Ten), european (The Suis, *Warung Steak*), and fast food (Kentucky Fried Chicken) in Cihapit area because the consumers already have their favorite foods, and they have many kinds of food to be chosen.

### **III. Visions and Mission**

My visions are giving good quality of food and service, giving affordable price, and always increasing the quality of our taste and service. My mission is to become a famous café with vegetarian sausages in Bandung which has a lot of consumers and makes people be willing to visit the café regularly and become loyal consumers.