

CHAPTER I

THE BACKGROUND

1.1 Background of the Study

Every weekend many tourists visit Bandung for shopping and hunting for food. Rumah Mode is one of the famous destinations because Rumah Mode supplies varieties of food and sells fashionable clothes and it has big parking area. Based on the interview with Rumah Mode's Manager, Mr. Dhanu Rangga, there are 6,000 to 8,000 tourists who visit Rumah Mode for shopping and hunting for food every weekend and 18,000 tourists come to Rumah Mode during holiday; most of them come from Malaysia. The tourists generally want to taste new type of food or traditional Sundanese food. Considering the situation, *nasi bakar*, as one of traditional Sundanese foods, has a potential to meet what the tourists want.

Nasi bakar is one of Sundanese food with various kinds of filling. Commonly, *nasi bakar* has chicken and anchovy for the filling. For my business, I want to create a new concept of *nasi bakar*. I choose *nasi bakar* which uses brown rice with fish and seafood filling because I have never found this kind of *nasi bakar* in Bandung. For the variation, I also have *nasi bakar* using brown rice with chicken as the filling.

The brand of my *nasi bakar* is Monroe. It comes from the name of the famous legendary actress from America, Marilyn Monroe. Tourists, therefore, can easily remember the name. The unrelatedness between the brand and the product has become common in business. Heels, in his article “Just Say Moo - How to Name and Brand Your Product to Make It Stand Out From the Crowd”, says that, “An even better strategy is to choose a distinctive brand name that is unrelated to your product or service. "Apple" is a good name for a computer company because computers have nothing inherently to do with apples (par. 8)”.

Among tourists that visit Rumah Mode, Nasi Bakar Monroe targets 1 % of the visitors. The target market consists of local, domestic and foreign tourists.

1.2. UNIQUE SELLING PROPOSITION (USP)

The Unique selling proposition of Nasi Bakar Monroe is its different ingredients, different cooking process and different kinds of rice. Nasi Bakar Monroe's unique values are the freshness of the ingredients and the use of brown rice which has many benefits for health. According to Soehardi, “Brown rice solves malnutrition of vitamin A and B. It also prevents cardiovascular diseases, cancer, diabetes, and blood hypertension” (par. 2). For people who do not like brown rice, Nasi Bakar Monroe also provides white rice.

Nasi Bakar Monroe uses fish such as tuna, pompano and carp as the filling. These kinds of fish are famous in culinary because of their

delicious taste. According to Torpy, “Fish is good for health because it lowers blood pressure and increases good cholesterol” (par. 1). Thus, Nasi Bakar Monroe is healthy and delicious.

1.3 SWOT Analysis

The strengths of my business are unique menu, strategic location and different cooking process. Nasi Bakar Monroe offers various kinds of filling and offers brown and white rice.

Located at Rumah Mode, Nasi Bakar Monroe is on a strategic location. It is closed to Borobudur Mall (Borma), Cihampelas Walk (Ciwalk), Paris van Java (PVJ) and other factory outlets along Setiabudhi street. This location is always full of people visiting factory outlets every day.

Nasi Bakar Monroe has not only different kinds of filling but also different cooking process. In the preparation process, *nasi bakar* is grilled twice. The spicy fish is fried half-done then grilled for the first time. After that, it is wrapped in rice. Next, it is wrapped again in banana leaves. After that, the half-done *nasi bakar* is grilled again. By grilling it two times, the smell of the fish and seafood as the main ingredients can be reduced.

Nasi Bakar Monroe is fresher than other *nasi bakar* because it is wrapped only when a customer orders. Thus the rice is still fresh from the rice cooker, filled with grilled fish, wrapped, and then grilled. Other *nasi bakar* sellers have already wrapped the rice in the morning or even one

day before so the food is no longer fresh. It will take about 5 to 8 minutes to serve a fresh portion of *nasi bakar*. It is a normal time to serve food.

The weaknesses of my business are Nasi Bakar Monroe does not supply drinks. Rumah Mode does not allow vendors to supply drinks. Moreover, Nasi Bakar Monroe only serves *nasi bakar*, so people do not have other options to choose from the menu.

The opportunity of Nasi Bakar Monroe is providing healthy food. Consuming healthy foods is a trend now. Nasi Bakar Monroe is the only *nasi bakar* which uses brown rice with fish and seafood for the filling. Thus, the menu is healthy.

The threats of my business are the main competitors of Nasi Bakar Monroe. They are Bumbu Desa and Java Bean Coffee which are at the same location. They are already famous to tourists from Jakarta and other cities. They know Bumbu Desa sells Sundanese food. As for Java Bean Coffee, it sells varieties of food and drink so people can eat in one place.

Although Nasi Bakar Monroe has many competitors at Rumah Mode, Nasi Bakar Monroe has a potential to be famous. Nasi Bakar Monroe offers different *nasi bakar* which is healthy and delicious.