

CHAPTER I

BACKGROUND

1.1 Introduction

Nowadays, there are many wellness centers established in big cities such as Bandung. They are established to give service and place for people who wants to exercise in order to get healthy body. However, although people in big cities have already exercised regularly, they have not yet reduced their body weight (Zaldy 1). It is all because they do not have much knowledge about the right food they should consume which can support the result of their regular exercises.

According to Paul Zane Pilzer, in his book entitled “The Wellness Revolution”, the industry which will boost the economic Development in 2010 is wellness industry (see Appendix 1 for the figure). Seeing wellness industry as an opportunity, CC is established to help people who want to have ideal weight through a healthy way. The healthy way here means that CC offers healthy food that do not contain dangerous chemical ingredients. It also means being healthy without surgery or even liposuction which are both risky and expensive.

CC will serve its customers by providing one-on-one consultation service to know the best food they should consume while they are on a

diet and provide them with our good quality products. CC has a vision and a mission in running its business. The vision of the company is to be a

well-known diet specialty catering in West Java, while the mission is to provide the right and healthy food for people who are on a diet in Bandung.

1.2. Company Objectives

CC has short-term and long-term objectives. The short-term objective is to be a well-known diet catering in Bandung. Whereas the long-term objective of the company is to open other branches at strategic places in Bandung area and its surroundings; such as counters at malls or at wellness centres. In addition, CC would make its own website and customers could order or subscribe the catering online.

1.3 Logo and Slogan

- Logo

A logo is a company's identity. It needs a well designed and professional, because that signals the customer to the quality, professionalism, and strength of the company ("Storm of Creativity" 1). CC uses bright colours as yellow, orange and red for its logo. The yellow colour makes the logo brighter and attract the eye. It is also stated in an article titled "Color Psychology in Marketing" stated that red colour symbolizes aggression and also could motivate an individual to take an action, in this case to be the member of CC ("Storm of Creativity" 1). Orange symbolizes the warmness of CC dealing with the

customers. Orange is also believed to stimulate the appetite and also symbolize health (“Storm of Creativity” 1).

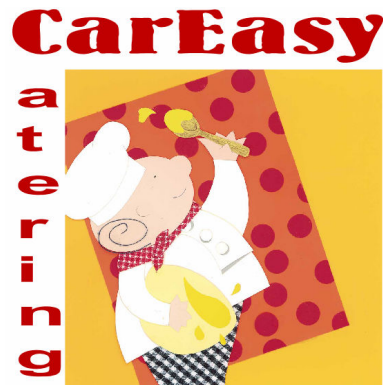


Figure 1. CC Logo

- Slogan

A company slogan should be strategic and memorable because it can take any business to the next level of success (“Creativity. Technology. Collaboration.” 1). The slogan of Careasy is “Get Right Diet with Right Food Calories”. Through this slogan, Careasy wants to create an image for its customers that CC cares about its customer’s diet.

1.4 SWOT Analysis

Before starting this business, I need to analyze whether it will really be a good business to pursue. One of the best methods is the SWOT analysis (Fiset 1).

After being analyzed, CC business has several strengths, weaknesses, opportunity, and also threat. The strengths are Careasy serves delicious

food with controlled calories, provides delivery service, and also provides a free consultation facility. However, the weaknesses are the brand of 'CC' is not yet known by society and this business has limited budget because it is only owned by one person. The opportunity of Careasy is that, nowadays many people want to have a slim and ideal body which make most of them go on diet (Abdirrahman 1). The threat is that customers might think the food to be untasty. Threat also comes from competitors in the same field of business in Bandung such as: Gemini Healthy Catering, Mietha Corner-RS Santo Borromeus, and Griya Nutrisi Catering.

1.5 Competitors

Competitor analysis in [marketing](#) and [strategic management](#) is an assessment of the strengths and weaknesses of current and potential [competitors](#) (Wikipedia 1). Those competitors will be explained in table below.

Table 1.5

Competitors Strengths and Weaknesses

No	Catering	Strength(s)	Weakness(es)
1	Gemini Healthy Catering	<ul style="list-style-type: none"> • Offers variety of package menu; such as: healthy balance food, mother and baby food, elderly food, children (<5 years old) food, weight loss diet food. • Already opened since 1987 (1st in Bandung). 	<ul style="list-style-type: none"> • Provides health consultation by the owner (not by the professionals), only based on experience.
2	Mietha Corner- RS Santo Borromeus	<ul style="list-style-type: none"> • Offers healthy food for people who are in special treatment or medication. • Located in strategic area. 	<ul style="list-style-type: none"> • Delivery service only for Santo Borromeus Hospital area.
3	Griya Nutrisi Catering	<ul style="list-style-type: none"> • Offers variety of package menu for sick people, pregnant and breast feeding mothers, children and teenagers, and also for people who are on a diet. • Provides services for organizational events 	<ul style="list-style-type: none"> • Customers have to pay for the shipping and consultation cost.

		or occasions.	
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