

Chapter I

Background

1.1 Background of the study

China is a country with ancient civilization for more than five thousand years. According to Freeloop, if “the foreigners come to China, they must try Chinese food” (par. 1). Freeloop states that more and more foreigners come to China to learn Chinese culture and enjoy the Chinese delicious food. Chinese people pay attention to food very much, especially to the Chinese traditional medical food. The medicine is different from Western medicine. Medlar (*gou qi zi*) and angelica (*dang gui*) are two kinds of the most famous medicines in China, which can be used for treating illness, and also can be used for cooking. According to Poptool.net, “medlar and angelica have the role of blood” (par. 1). It believes that people’s blood will be enriched by eating those kinds of medicines.

Being consistent with Chinanews.com.cn, “more and more people began to care about how to eat healthy” (par. 3). It states that nowadays more and more people care about keeping their good health by eating healthy food. The survey shows that 98 percent of respondents want to eat health food.

Based on the advantages of Chinese medical food, I choose this kind of food for my business plan. My product is not an ordinary Chinese food, I sell Chinese traditional medical food. My main menus are short ribs in tea – locally named *bakut teh*, and the stewed short ribs. Based on my main menu, I choose XG as my business name that means savory short ribs.

Around Surya Sumantri, there are many lodgings; a lot of students of Maranatha also live there. There are not many restaurants selling the Chinese traditional medical food in that area. I expect that not only the students and the lecturers of Maranatha would come but other people would also like to eat short ribs at my place.

1.2. Unique Selling Position

I plan XG stand will be located in Pondok Dewi at Jalan Terusan Babakan Jeruk number 9, Bandung. The short ribs in tea are cooked in an original way with complete ingredients. The ingredients are angelica, medlar, white pepper, clove, cinnamon, nutmeg and garlic. The taste of stewed short ribs is different from others because they are cooked with medlar and angelica.

The main product usually served with rice. But they also can be served with noodles or thin rice noodles.

The product will be served together with a glass of Chinese tea. According to Freeloop, “tea can decrease the fat of pork” (par. 3). Thus, this fact can support that XG sells healthy product.

1.3 SWOT Analysis

It is mentioned in Wikipedia 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). This analysis is applied in my business in each paragraph below.

The strenghts of my business are the product and competitors. There is a competitor food stand named Daisuki in Pondok Dewi, it also sells short ribs. However, sometimes they sell cold short ribs; they are cooked a few days before. It seems that they do not heat the food until boiled; consequently, it is not good for the customers' health. In XG stand, all of short ribs are freshly cooked every morning before the stand opens. The short ribs are bought from Kosambi market every two days; hence XG never sells the cold food to the customers. There is another competitor food stand named Bagan in Inti Laut Food Court that also sells short ribs in tea; however, the short ribs consist of three or four small chops, while XG sells five chops of short ribs.

The opportunities of my business are customers' tendency and facility. Based on the questionnaire, all respondents have the same habit that they want to try new things, and 80 percent respondents like eating pork, most of them like to try new culinary for eating pork, that is an opportunity for the brand of my new food stand. There is another opportunity for the location of *Xiang Gu*, i.e. Pondok Dewi food court which has free hot spot facility; thus, that the customers can access the Internet there while they are having a meal.

The weaknesses of my business are recognition and product. My brand new food stand has not been recognized yet. Thus, I should spend money to advertise products. I will buy a banner and put it in front of the door to attract the potential customers. The potential customers will be students and lecturers from Maranatha Christian University, and also people who live along Suria Sumantri and around. Another way to make my stand recognized is by using word of mouth method. I will invite my friends to come and try the food; thus, they will invite their other friends and families to enjoy it. My other weaknesses is the menus that only offer six kinds of short ribs. It is quite hard to compete with Daisuki and Bagan because they do not only sell short ribs, but also other kinds of food. Therefore, in the beginning of business, I will concentrate in cooking those six kinds of menus, to make them special.

The threat of my business is the culture and health issues in connection with pork. Dishes which contain pork face threat of Indonesia local culture, Moslem people are prohibited to eat it. Therefore, I focus on Chinese and non-Moslem people as my potential customers. In addition, people who get high cholesterol also cannot eat these, especially the old people; thus, *Xiang Gu* concentrates on the young people and the people who do not have high cholesterol.