

# CHAPTER I

## BACKGROUND

### 1.1. Background of the Study

Culinary business is a long-lasting business because everyone needs food and always eats (Wilhelm par.1). There are a lot of people who are interested in culinary business, they try to compete with others by improving their products. Culinary business can also give a big profit in a short time, but the important thing is the products have to be unique and different from the others and also have the good taste (Wilhelm par.4).

Considering the above facts, I will try to open a culinary business which is Waffle Sandwich. I choose this business because I like waffle and it is enjoyable to make waffle. I want to make a business based on my passion. Norman Brinker, the owner of Chill Restaurant which has already had 1000 subsidiaries around the world states that the main basis to open the food industry is the love of food (Wilhelm, par.2). I also want to modify the waffle becomes waffle sandwich because sandwich is already well-known for Indonesia people. Most people like

it because as it is stated that sandwich is the most practical and stuffed food (“Sandwich Goreng”, par.1). In addition, waffle sandwich is quite new and different in Bandung. Generally, most people like to try a new menu. It is also stated that waffle business is very profitable business (“How to Start a Waffle Business”), therefore, this business is promising.

The name of my business is “Rumah Waffle” (henceforth, RW). *Rumah* means house, while, waffle is battercake cooked in waffle iron patterned to give a distinctive and characteristic shape (“Waffle”, par.1), therefore RW means a house that sells waffle as the main menu. In addition, RW means a waffle as a house of fillings, the waffle is the place for the fillings.

RW is located on Surya Sumantri, near Maranatha Christian University because the target market of this business is the college students. It is stated that campus is one of the best spots to open business (“20 Peluang Bisnis Makanan”, 3). When they are in hurry and only have limited time for eating, they can buy waffle sandwich. It is quick, affordable, and also makes the stomach stuffed. RW can fulfill the students’ need for a quick and practical food. As I observed, many students look for food at midnight; therefore, it is good to open a 24-hour food stall around here. Beside the students, the local people can also be the customers because Maranatha is surrounded by many settlements. Menus on RW are suitable for people with various age

levels and social backgrounds. The local people can buy the waffle sandwich for breakfast before going to work.

## 1.2. SWOT Analysis

There are several strengths of RW business. First, it provides a 24-hour service. Thus, it will ease the customers to get waffle sandwich anytime. Second, the menus are suitable for anytime, they can be eaten in the morning, in the afternoon, and at night. Next, I will provide the free delivery service for three orders or more. If the customer orders only one or two orders I will charge Rp 1,000. Forth, the stand of RW has an interesting decoration and the staffs wear interesting outfit too. The last, RW provides appetizing and quick products, and hygienic service. It is stated that one of keys for success in waffle business is good service which are, good customer service, happy employees and clean (“How to Start a Waffle Business”)

The weakness of my business is the limited area for delivery service. The delivery service is for Maranatha area only, which are Surya Sumantri, Babakan Jeruk, Suka Mekar, and Cibogo because it will cost more for my business if the customers’ address are too far. The other weakness is that the waffle sandwich will be less delicious and will not taste fresh if it is kept for more than 24 hours.

The first threat for my business is not all local people around Maranatha area know about waffle. That problem can be overcome by having a good promotion and showing that we also use *ubi Cilembu*

(Cilembu sweet potato) and *peuyem* (fermented cassava) as the ingredients of waffle with interesting flyers. *Ubi Cilembu* and *peuyeum* are special local food from West Java; therefore, it can make them interested in trying waffle sandwich. The second threat is the availability of many food sellers around Maranatha area, and even some of them are open until midnight too. The other competitors for my business are Belgian Waffle and Brussel Spring which also sell the waffle and they have already run the business earlier. The third threat is the probability that other people will make the same business with mine.

According to the SWOT analysis that I have explained before, I conclude that waffle sandwich business can be profitable, therefore I want to work on this business.