

CHAPTER I

BACKGROUND

1.1 Vision and Mission

- Vision:

To become one of the well – known ice cream shop in Indonesia which gives the best quality of product and service

- Mission:

1. To be consistent and honest in providing the best quality of product.
2. To maintain a good relationship with the customer and the environment.

1.2 Company Objectives

- Short – term objectives:

1. Reach the target selling every month.
2. Maintain the quality of the ice cream.
3. Make some innovation as a flexibility to meet the customers' needs.
4. Have a social responsibility toward the environment.

- Long – term objectives:
 1. Open new branches in Cihampelas Walk, Paris van Java (PvJ), and Kelapa Gading Mall (Jakarta).
 2. Become a franchise that can spread all over Indonesia.

1.3 Logo and Slogan

- Logo:



- Explanation:

The words *Banana Blast* ice cream show the identity of the company as one that produces banana ice cream. As for the picture, it describes two things. The first is the product. On the butterfly's head in the logo, there are a scoop of ice cream and a strawberry which means that the special product of *Banana Blast* is Banana Berry. The body is represented by a banana since the basic material is banana. Inside the wings there are lemon, oreo, marshmallow, and chocochip which represent the added material that is provided by *Banana Blast*.

The second is the description of the company structure. The head represents the leader, the body represents the staffs, and the wings represent the vision. The wings represent the letters B and B which

stands for Banana Blast. The form of wings means the company will have some improvement so it will be able to fly like a butterfly. All parts of the butterfly, the head, the body, and the wings, mean that all the people in the company have to work together in order to achieve the objectives of the company.

- Slogan

The slogan used by *Banana Blast* is “Being happy and Healthy”. This slogan describes the products offered by *Banana Blast* which are healthy products because they consist of fruits and milk which are known as parts of *4 Sehat 5 Sempurna*. In addition, consuming *Banana Blast* ice cream can make people happy because of the quality of the product and the service given by *Banana Blast*’s staffs.

1.4 About Banana Blast

If you go to malls in Bandung, you will see the counters that sell ice cream are getting more and more. This is because ice cream becomes more popular recently, not only in Bandung but also in the world. The fact that ice cream becomes more popular is supported by TomPel who states that in 2003 ice cream world’s production reached more than 1 million liters and consumed by billions of consumers per year (par. 1). Therefore, this is a very good opportunity to open a new ice cream shop in Bandung. This is also supported by Al Arif who states that ice cream business opportunity is very promising. Some reasons why ice cream business is so enticing is because Indonesia has tropical climate, ice cream is loved by all circles of society, ice cream business is easy to start and run because it

does not need many employees, and the process of making ice cream is fast (par. 1).

Based on Al Arif's statement, it will be beneficial to open a new ice cream shop. However, it is not located in a mall but in Hypersquare because the potential market for ice cream in the location is still open. The name of the shop is *Banana Blast*.

The reason for choosing banana as the basic material is because banana has a lot of benefits. According to Lauren Beyenhof, banana contains potassium that can help reduce blood cholesterol and is also recommended as a part of a diet because it promotes good mental health (par. 1-2). Moreover, Dorothy Wilde mentions that "bananas are a rich source of antioxidants like vitamin C and vitamin A which provide protection against many types of cancer" (par. 1). Furthermore, Flute states that eating banana can increase brain power and overcome depression because it contains tryptophan that makes you relax, improves your mood, and generally makes you feel happier; it can help people try to give up smoking; and it also works for other illnesses such as anemia, heartburn, strokes, temperature control, etc (par. 1-12). In addition, the banana ice cream will be combined with some materials like lemon, oreo, marshmallow, strawberry, and chocochip to make the taste more tempting.

Banana Blast is a stand-alone product because it does not need another product to consume at the same time. Furthermore, it is a repeat sales product because the customers are expected to come back to the shop and consume the product. The machine and the product will be

upgraded in a certain amount of time to make the product always fresh and up to date. The newest ice cream machine is used to produce ice cream with softer contour than the others. Banana ice cream is created from noticing that sometimes people want to try a new sensation, especially the people who live in Bandung who are known to have a high creativity in making new products. *Banana Blast* provides five different tastes like banana lemon, banana oreo, banana marshmallow, banana berry, and banana chocochip. In a single service, *Banana Blast* will serve one scoop of ice cream in a bowl.

The location plan is at Paskal Hypersquare B-72 near the food store. It is a strategic place because the place is easy to reach and many customers will come to that place to have lunch or dinner. On weekends, there will also be customers from Jakarta who spend their time in Hypersquare. The customers' perception while consuming the ice cream is also considered. The positive perception can be they like the ice cream and find it tasty and unique. The negative one can be they are afraid to consume the product because they do not want to be fat. To deal with the negative perception, information will be delivered through advertisement that this product is easy to digest and safe for the people who are on diet.

To realize this business plan, some fund is needed and the estimation is as follows:

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|--------------------|-------------|
| Initial Investment | 145.320.000 |
| Cash Inflow | 348.800.000 |
| Cash Outflow | 287.154.000 |

Based on the calculation, it can be predicted that in two years the business can reach the payback period. The details will be explained in Chapter 5.