

CHAPTER I

INTRODUCTION

1.1. Background of the study

From the observation of Kopo Bihbul area in the mornings, there appears numerous workers of banks, supermarkets and companies, and also students who want to go to their destination. They are often seen buying some food, including, *kupat tahu*, *nasi kuning*, and *bala-bala* on the sidewalks. It is estimated that 450 people who have the occupations of students and employees live in this area. This is the number I get from the calculation of a number of office cars that pass by the area of future Pan-ya in Kopo Bihbul Street. There are two shuttle terminals. Based on my observation, there are about 10 mini buses there, each consisting of about 10 persons. I also notice that there are more than 10 banks in Kopo Bihbul area, each of which has at least 4 staff members. I once went to some of them. There are also 3 supermarkets in Kopo Bihbul Street. The employees at one supermarket are estimated to be about 30 persons. In addition, I asked my cousin who sends her daughter to Bina Bakti to get the number of students in Bina Bakti, a school within the area. She told me that there are about 220 students there.

The employees usually only have a few minutes before the office cars pick them up. In addition, based on my experience in my previous office, the employees choose any food they can find for their breakfast, but coffee is a must-drink item. The World Health Journal (1) states that based on a survey, 80% of adult people in the world drink coffee at least one cup a day.

Considering their needs, I find it a good opportunity to create a profit-making business. Moreover, the success story of Kayakun that sells toasted bread in Singapore inspires me to sell **Palm Sugar-steamed Bread and Hot Coffee** in Indonesia. Kayakun which now opens at Paris Van Java Mall sells a bun of toasted bread in any tastes for Rp13.000. Furthermore, my competitor is Kartika Sari at Sayati Street. However, I am not afraid of this competition because Kartika Sari does not provide coffee as **Pan-ya** does.

1.2. About us (Pan-ya)

Pan-ya is a new profit-making business. First, because this is the only one **Palm-Sugar-Steamed Bread** in Indonesia and second, the required initial investment is only Rp6.234.300 and third, the payback period is 3,8 months. **Pan-ya** employs “take away” method. Every morning the bread is always ready in the steaming bamboo vessel so the customers just come and wait for approximately 2 minutes for a bun of **Palm-Sugar-Steamed Bread** and a cup of **Hot Coffee**.

This **Palm-Sugar-Steamed Bread** plus **Hot Coffee** makes special breakfast as they are warm and healthy.

This **Palm-Sugar-Steamed Bread** contains low calorie as we use palm sugar like five-star hotels that always provide white bread with palm sugar for their guests. In addition, a cup of **Hot Coffee** is a good choice for breakfast time. They are very suitable for breakfast as it is something that satiates.

The room of **Pan-Ya** has a modern-minimalist design to attract people to come to this shop. The word **Pan-Ya** is adopted from Japanese language and in English it means a bread shop.

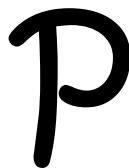
The form of this business is a sole proprietorship. Musselman (59) says that sole proprietorship is a business owned by one person.

1.3. Vision and Mission

Vision: to be an expert in creating a healthy breakfast.

Mission: to become a shop that can provide healthy breakfast for the surrounding society.

1.4. Logo



Pan-ya Bread & Coffee Shop

1.5. Slogan

Relax in the morning...

with healthy breakfast...

1.6. The short-term and long-term goals

The short-term goal → within a year:

- ✓ I would like to introduce Pan-ya to the target market.
- ✓ I would like to get profit not less than 26%.

The long-term goal:

- ✓ I would like to make Pan-ya become the first choice of bread and coffee shop.
- ✓ I would like to open new shops at malls in Bandung.
- ✓ I would try to find more innovative ways to develop the product.