

# **CHAPTER I**

## **BACKGROUND**

### **1.1 Introduction**

Every person needs food to make them survive in life. Therefore, food becomes the basic need for human beings. Because of this reason, I plan to open food business which provides desserts and beverages, and the main ingredient is sweet potatoes as a secondary food. This business is unique which means that few food competitors have ever tried to make this product. Besides that, the product is healthy.

I use “My Sweet” as the brand for my business and also for the company’s name. The word “sweet” refers to “sweet potatoes” as the basic ingredient and also to all the sweet taste of the desserts which are from sweet potatoes. The vision of my business is the new products can be accepted by the customers in Indonesia as healthy food and beverages and become a specialty of Bandung. The mission of my business are, first, using attractive promotion to announce this new healthy desserts and beverages; second, trying to look for new menus from natural ingredients that can support health; third, developing service quality, and fourth,

setting competitive price. The slogan is: “Keep Sweet, Keep Healthy”. I will open this business at Pasir Kaliki Hyper Square and for the initial investment I use owner’s equity. Therefore, no loan is needed to open the business.

“My sweet” healthy desserts and beverages have several unique selling propositions. First, all the products use sweet potatoes as the basic ingredient. Sweet potatoes are chosen because they can fulfill the customers’ need of vitamins, such as: betakaroten which creates vitamin A in our body, vitamin E, fosfor, kalium, vitamin B6 and vitamin C. Second, no chemical substances are used to color the products because chemical substances in coloring can cause headache, stomachache, and cancer (“Cyberforums”). The basic colors such as white, purple, orange, and yellow are from sweet potatoes.

Because of the advantages in sweet potatoes, my business has strengths to challenge with the similar other businesses. “Strength is one thing to find attractive opportunities and another to be able to take advantage” (Kotler 51). The strength of a business can be an opportunity and a good advantage to support the business to become better. This business has marketing strengths. First, the main ingredient is sweet potatoes which have never been used in food recipes. Sweet potatoes are healthy ingredients, because they provide vitamins which are useful for our health. Second, this business is different because this business is new in Bandung. Although, it can compete with other food businesses in the

market. Third, this business has a financial strength because it does not depend on a loan.

With the strengths that I have, my business has an opportunity to satisfy customer's healthy need. According to Kotler, "A marketing opportunity is an area of buyer need and interest which there is a high probability that a company can profitably satisfy that need the customer want" (50). My company has the opportunity because nowadays many people want to keep themselves healthy and they prefer healthy food. My business provides healthy foods and beverages. I use sweet potatoes as the main ingredient of the products because nobody have ever used this ingredients in food businesses.

Beside strengths, a business may have weaknesses. "Weakness is a lack of or the difficulties of developing brand or image of the company to grow" (Kotler 61). My company also has some weaknesses. First, the business is still new; therefore, there will be difficulties of introducing the brand awareness into the market. Second, it is a little difficult to get one of the fresh raw ingredients, which is purple sweet potatoes which only grow in few places in Indonesia. Third, the owner has minimum organization and leadership skills. Fourth, this business has minimum market share and coverage (area).

With the weaknesses that I have, my business also has a threat. "Threat is behavior that emphasizes one's aggressive potential and intimidation of a potential enemy" ("Threat"). My company also has some threats. The first threat is the competitor. My competitor is: "HoneyMoon

Dessert” or “Hui Lau Shan” at Istana Plaza and Ciwalk. It is a branch from HoneyMoon Dessert in HongKong. It provides Chinese style desserts and beverages like tortoise jelly and Chinese herbal tea. The next threat is my new products can be duplicated easily by anyone. The last threat is the customers’ buying power decreases because of the global economic crisis.