

CHAPTER I

BACKGROUND OF THE PROJECT

1.1 The Business

This business is a healthy-food restaurant concept where the cooking process and ingredients are chosen carefully. This restaurant business is planned to be a special one because it uses soya as its main ingredient. Soya is one typical ingredient which is used by people in Indonesia. Bandung is one of the cities that commonly uses soya for making various culinary delights, like: *Tempe* or *Tahu*. Soya is not only a good ingredient to make delicious food but it is healthy; besides, it is easy to find and the price is affordable.

Based on the book titled "*Ayo ke Bandung*", written by A Jacken T in 2003, there are no restaurants in Bandung that use soya as the main ingredient yet. That means the level of competition is low and I see that it is a very great opportunity to run this business. However, it does not mean there is no competitor. In the next chapter I will show the competitor analysis. Besides, there were some researches about the benefits of soya, for example in *Sinar Harapan* newspaper in April 2003, written by Wisnu Adi Yulianto, a lecturer of

Wangsa Manggala Yogyakarta University, who says that consuming soya everyday can prevent osteoporosis. Another example is an article in *KOMPAS* website, on Thursday 10th April 2008, written by British Journal of Cancer which shows that consuming soya can defeat breast cancer especially for a young woman. By knowing the advantages of soya for health, this business has a good opportunity to be developed.

From my explanation above, a strategic place to run this business is West Java. The business will adapt a traditional Bandung restaurant concept and because the location itself is in Bandung area (Paskal Hyper Square), the name of the restaurant is adapted from Sundanese language: **Warung Ceu Kokom** (henceforth **WCK**). *Ceu* is a special term to address women in Bandung; in my opinion, the name would be easy to remember and give a friendly impression.

One important factor to consider is that a restaurant should have a unique selling point. This restaurant will adapt a *Fusion Food* restaurant which means that the food is a combination of two recipes or more from diverse countries (Wikipedia). *Fusion Food* concept itself has recently become popular in many regions including Jakarta. On top of that, this restaurant will also choose healthy food products concept. I realize that this restaurant should have a specific target market. So the main target markets of this restaurant are young people who dare trying new kinds of menu. The waiters' and waitresses' friendliness in communication will be made suitable to the youth lifestyle. However, to make it less exclusive, this restaurant also

welcomes anyone to enjoy the menu and the friendliness. **WCK** is beneficial to run because health issue has recently been a trend in the society. The business will also give many benefits to the investor, because it has a different concept from other sundanese restaurants. The details about the concept will be provided in the next chapter.

1.2 The Survey

This restaurant tries to answer the needs of consumer and in order to know them, I did survey by giving out questionnaires to 100 participants aged 17 up to 45 years old including students, employees, and families around Central Bandung Area. The survey used a sampling method because of the limitation of time and cost. Besides, this survey wanted to convey the recent life style in daily eating habit. There were 19 questions applied to find out the needs of consumer. The result of the survey is to be concluded in percentage, to know how much number of participants in each variable. The result of the survey is quite impressive; in each question we can see the percentages that represent the condition of market at present.

1.3 Goals

The first goal of this restaurant is to gain profit while providing the best services and high quality product. In order to achieve the goals, **WCK** tries to meet the needs with the goods. During the first and second year, **WCK** makes an effort to have loyal consumers by giving special offer continually.

Moreover, it is expected that **WCK** will become the number one healthy resto in Bandung. The second goal of **WCK** is to gain 75% the market in Paskal Hyper Square in the third year. The last goal is to have a new branch around Bandung. In the next chapter, I will show why Paskal Hyper Square is chosen as the location.

1.4 Positioning

Compared with other competitors, **WCK** is one of the restaurants which has a sharp target market, specific product and affordable price. These three factors influence consumer awareness and these can be achieved by giving good services, high quality product, and well-trained human resources.

Another point is that **WCK** can be categorized as a restaurant which does not only sell products but also offers a different taste experience. **WCK** can also be seen as an innovative restaurant which provides healthy food through its recipes combination between Western and Asian food.

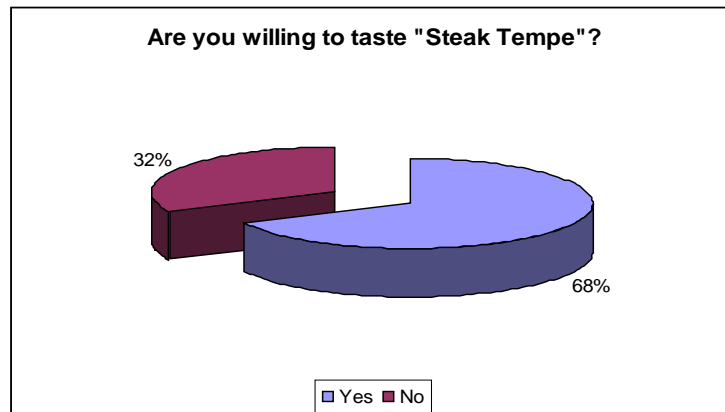
1.5 Market Analysis

- **Condition of the market**

- **Potential Market**

Based on the survey, 68% of participants are willing to taste "Steak Tempe". As we can see on the pie chart below.

Figure 1.1
Survey Result



➤ **Sales potensial**

After doing the field research and survey based on the questionnaire, the result shows that many people like to find a new variation of food. This confirms that **WCK** is on the right track. Besides, the product is affordable, and the menu is also unique. This restaurant will meet the consumers' need, and it will make **WCK** popular.

- **Competitor Analysis**

Since Paskal Hyper Square is chosen as the main location, I analyze that almost all the food stalls there are competitors, such as *Obiku*, *Nasi Campur*, and *Tizzi*, which are seen as the tough competitors, because these three competitors take almost 60% of consumers in Paskal Hyper Square.