

CHAPTER I

BACKGROUND

Health is one's personal responsibility, not the nurses' or the doctors'. A person can be sick because he is irresponsible in taking care of his own health. Dangerous diseases, such as high blood pressure and hepatitis, can happen because of unhealthy lifestyle such as smoking, drinking alcohol, and inaccurate eating habit (Nainggolan 4).

People need nutritious food to keep their body resistant to any diseases so they can perform their daily activities well. Nutritious food is found in vitamin and mineral. Vitamin and mineral can decrease the feeling of exhaustion and cure diseases like diarrhea, asthma, constipation, cold, distress and acne.

Therefore, people need vitamin and mineral that they can get from fruit and vegetable. One processing form of fruit and vegetable is by turning them into a form of juice. That is why I want to open a juice business named "Fit Body".

The analysis of strength, weakness, opportunity, and threat (SWOT) of "Fit Body" is as follows:

I. 1. Strength

The unique selling propositions of this business are:

- "Fit Body" provides a menu that consists of 30 healthy juices which come from fresh fruits and vegetables with no sugar and ice added

- “Fit Body” puts spinach as special raw material into each kind of juice
- “Fit Body” makes the juice in between 30 seconds and 1 minute
- “Fit Body” provides delivery service for customers who live around Istana Plaza if the customers buy the juice at minimum Rp50,000 including 10% tax per order plus delivery charge Rp1,500 per order

I. 2. Weakness

This business will be open so “Fit Body” has to introduce the concept of the product to public. Based on my observation in Istana Plaza Bandung, the lowest turnover is on Monday, Tuesday, Wednesday, and Thursday because students go to schools or campuses and employees work in their offices at those days.

I. 3. Opportunity

Based on my observation in Istana Plaza Bandung, Friday, Saturday, and Sunday are the best turnover days because people, who come from Bandung and out of Bandung like Cimahi, Jakarta, and Cirebon, like to spend weekend in Bandung. Besides, Istana Plaza provides free WiFi for visitors so the customers can enjoy the free WiFi facility while enjoying the juice.

I. 4. Threat

There are two competitors in Istana Plaza. They are “MM Juice” and “Fruity”. “MM Juice” is located on the third floor of Istana Plaza. The main

product of “MM Juice” is 18 juices with sugar and ice added. Fried rice and meat soup are the additional products inside the menu of “MM Juice”. The price is Rp10,000 – Rp25,000 excluding tax.

On the other side, “Fruity” is located on the lower ground floor of Istana Plaza. The product of “Fruity” is 29 juices with sugar and ice added. The price is Rp8,000 – Rp10,000 excluding tax.

Related to the health issue that health and nutritious food are important to do daily activities well, I think the demand of juice will increase. Therefore, I plan to open a business named “Fit Body” that sells the juices in Istana Plaza. I choose a location in Istana Plaza Bandung because Istana Plaza Bandung is a famous mall located on Jl. Pasirkaliki at Northwest Bandung that provides quality goods in wholesale and retail with various prices, good atmosphere, wide parking lot, and 24-hour security; besides, the target market in there is middle-high class.

Based on the calculation on chapter V, I need a capital requirement which is Rp101,036,500. This business is acceptable because the net present value is Rp5,663,637. This business can also pay the initial investment back in 1 year, 4 months, and 20 days.