

# CHAPTER I

## BACKGROUND

Based on the book which is entitled 20 Peluang Bisnis Makanan, the culinary business field will go on for a long term. The core of the above statement is true because the business in culinary grows everyday. Previously, this culinary business was only around the main food, and today many kinds of food being sold are not only local. They also come from foreign countries, for example hamburger, pizza, steak, and so on. Recently when fried bananas mixed with crispy flour appear, they can make amazing taste. The taste can be various, for instance Oreo, chocolate, strawberry and so on. This happening proves that the culinary business is prospective.

This culinary business cannot be separated from Indonesian modern's life style. Previously our parents said that we must eat at home, but nowadays the condition is very different. Now people are busy working so they want to eat practically such as in the restaurant or canteen. The moment to offer culinary meals is very conducive.

Nowadays culinary business have a lot of customers and the product easily to make. Culinary businesses can flourish, although there are lot of competitors.

*Baso tahu* is one kind of culinary product. I choose this business because it can be found easily in the street corners or the restaurant. The price of *baso tahu* is different and depends on the raw materials such as shrimp which is more expensive than *tenggiri* fish. *Baso tahu* can be enjoyed in some occasions, like when watching television or in the meeting. The other reason why I choose this business is because *baso tahu* is famous in Bandung and almost everyone knows it. I can conclude that *baso tahu* is always edible and many of them sold out. I spread 50 questionnaires to some students and lecturers in Maranatha Christian University as well as the people who live around the Setra Duta real estate. The result of the questionnaires is as followed:

Question 1: Do you like *baso tahu*?

<b>Like very much</b>	<b>Like</b>	<b>Not really like</b>	<b>Dislike</b>
23	10	9	8

Question 2: How often do you eat *baso tahu* in a week?

Less than 1 time	1-3 times	3-5 times	More than 5 times
2	37	10	1

Question 3: Why do you buy *baso tahu* ?

Because of the taste of <i>baso tahu</i>	Because of the taste and shape of <i>baso tahu</i>	Because of the taste of the sauce
29	7	14

Question 4: What taste do you like for the butternut sauce?

Sweet	Hot	Salty	Combination of the three items
19	17	13	1

Question 5: When you eat *baso tahu*, how much do you usually pay for a piece?

Less than Rp1,000	Rp1,000-Rp5,000	Rp5,000-Rp10,000	More than Rp10,000
2	32	11	5

Question 6: If *baso tahu* has new taste, what do you want?

<b>Shrimp</b>	<b>Squid</b>	<b>Chicken</b>	<b>Crab</b>
15	17	6	12

As long as I live in Bandung, I have never found any *baso tahu* with squid flavor. Therefore, I am interested in opening a new business which is called *baso tahu Seafood*. The core of this business is *siomay* and soybean curd because I can provide them with various flavors like, shrimp, crab, and squid. Before I decide to make *baso tahu* with shrimp, crab and squid flavor, I read the questionnaires that I have spread to 40 persons of Maranatha Christian University and 10 people who live in the Setra Duta real estate. I also accept some orders from my customers. I choose Babakan Jeruk area for the centre of my business, because it is near the Maranatha campus and the boarding houses which are near Setra Duta real estate.

In this business, I need capital requirements approximately Rp 225,964,112. If the products to reach 44,050 units, that means this business is without profit as well as without loss. This business can also payback the initial investment for 1 year and 3 months.