

CHAPTER I

THE BACKGROUND

1.1. Introduction

Food business is considered to be more profitable because food is human primary needs. When opening a business, it is better to be considerate whether the business will be profitable or last long. In Materi 1 Perencanaan Bisnis, Macklin suggests that it is better for people to run a business based on human primary needs. He gives an example that food business can last longer rather than sticker business. He adds that if one has to point to supply and demand law, people will demand for food more because it is human basic primary need rather than a sticker (par. 6). For example, if a person buys a sticker on that day, he will not buy another sticker again for the next day or a few weeks later. However, if he buys food with affordable price this day, he can buy it again the next day and the day after that. Accordingly, if more people do the similar thing, then food business is more profitable.

Due to the situation, there are a lot of people who want to open food business. I also think the same way. After having done a little research about what kind of food business will be opened, I choose to sell *jajanan*

gorengan (traditional fried snack or fritter). According to Netcooks website, fritter is a “food dipped or coated with a batter and fried to a golden brown in oil” (1).

I decide to open this business instead of other kind of food business because I see that the number of place for selling fritter is increasing and the business is more profitable compared to opening a Sundanese or Western restaurant. For example: *jajanan gorengan* on Jalan Cendana and Jalan Bengawan. The fritters are always sold out before the work hour finishes. The consumers who either come out from a luxury car or just walk by always queue to buy these fritters. In other words, it seems that the consumer never gets bored with fritters. Based on my survey among Yahya and Taruna Bakti students and people in The Summit Factory Outlet, people can buy fritters until four times a week.

My plan is selling *tahu isi* and *batagor* (with variety of fillings that can be chosen), *tahu berontak*, *tahu pletok*, *tahu gejrot*, *pisang goreng*, *singkong goreng*, *bala-bala*, *tempe goreng*, and *cireng*. With a lot of fritter varieties that will be sold, I can attract consumer to buy the fritters. Moreover, the consumers can also choose and pick their own fritters.

The place will be named *Jajanan Gorengan Asoy Geboy*. I pick *Asoy Geboy* for my food place name because this name is familiar for Sundanese people. *Jajanan* comes from the word *jajan* which means the act of buying food. With suffix *an*, *jajanan* means the little snack or the food itself. According to *Kamus Slang Online Indonesia*, *Asoy Geboy* means “*asyik sekali*” in Indonesian language (1). *Asyik sekali* is used to

express excited feeling over something. Moreover, the phrase *Asoy Geboy* rhymes too; thus, it will be easier for people to memorize the name.

The place will be opened on Jalan R.E. Martadinata near Yahya and Taruna Bakti School, and also factory outlets. This is between Dick's and Stamp Factory Outlet to be exact. I will rent a space of a building there and also put a cart in front of the building to attract people. People who are in a hurry from a car can buy and pick their own fritters in the cart; meanwhile, for people who want to stop by and sit, they can eat at the seats provided.

This business is good for beginner because it does not need high knowledge to run the business. And since the capital requirement is not really big, I will run the business as sole proprietorship. Hence, I can use my own saving.

1.2. Unique Selling Proposition (USP)

My products offer something new, such as *tahu isi* and *batagor* with variety of fillings, such as beef, chicken, or prawn which has not been sold in Bandung especially on Jalan R.E. Martadinata. Moreover, I will also sell *tahu berontak*, *tahu gejrot*, *tahu pletok* unlike other fritter sellers on the cart around Jalan R.E. Martadinata who do not sell those fritters. Everybody can choose and pick their own food. There is also a tester which is made from the fritter scraps.

1.3. Short-term Goals

The short-term goals of this project are introducing *Asoy Geboy* traditional fried snack place as well as the new kind of fritters which have not been sold in Bandung, especially on Jalan R.E. Martadinata. I want to reach selling target until it fulfills the projected profit as well. I will make clean fritters with good taste, keep the fritters price still cheap, and satisfy the consumer so that they will continue buying the fritters.

1.4. Long-term Goals

The long-term goals of this project are making *Asoy Geboy* traditional fried snack place as a profitable place in Bandung where a lot of people come to buy it. In the upcoming years, I also want to create more new kind of fritters to attract consumer.

1.5. SWOT Analysis

There are some strengths that this business has. The first strength of my business is it offers many kinds of fritters to be sold, including snacks which are unusually sold by cart fried snack seller nearby, for example: *tahu isi* and *batagor* with variety of fillings, *tahu berontak*, *tahu gejrot* and *tahu pletok*. The second strength is the fritter can also be chosen by the consumer him/herself. The third one is the tester is available for all fritters. The fourth one is the place is strategic. The fifth strength is the consumer can choose to take away the fritter or enjoy the food in the provided place. The sixth strength is the place is hygienic because it is cleaned everyday.

The last strength is the cooking oil is always new everyday to make the fritter save to be consumed.

However, my business has some weaknesses too. The first weakness is that there will not be delivery service. There is also a possibility that a consumer takes too many testers provided as well. Therefore, my solution is that I will not put too many testers. If the tester has gone, then the employee will put it again on the plate. Moreover, since a consumer can choose and pick his/her fritters, there is a possibility of a cheating occurs. However, I will count the fritters which are taken once again when the person pays at the cashier in order to avoid consumer's cheating.

As for the opportunity, fritter is a snack that can be bought by anyone from any economic level and consumer does not seem to get bored buying fritters. Therefore, it is a good prospect to sell fritters. In addition, people from Jakarta and other people who live outside Bandung are always interested in buying food when they are shopping, whether it is the main food like rice or just a snack.

Meanwhile for the threat, there have been three fritter sellers, two carts in front of Yahya and Taruna Bakti schools, and one cart is in front of The Summit Factory outlet. I assume that the consumer, for example: school students; will prefer to buy fritters at the nearest fritter seller. However, since my place provides more products to be sold, more hygienic, and people can sit to eat inside the building; thus it will be able to attract consumers.

1.6. Company Logo

Figure 1.1
Company Logo



The figure above is my company's logo. The picture represents a tofu which carries varied kinds of fritters. The reason the tofu which brings fritters was chosen as the character of the logo is because *Asoy Geboy* products mainly consist of tofu.

The yellow and golden brown colours on the name represent the colour of fritters that will be sold. In Waroeng Edesign website, it is said that orange colour emphasizes the product which is not expensive (1). Thus, it also represents my products which are not expensive.