

CHAPTER 1

THE BACKGROUND

1.1. Background of the Study

Ice cream business is promising in the future. According to Mr. Samudra Wibowo, the owner of Samudra Biru Tech (food processing machine and restaurant machine industry), ice cream business in Indonesia has a big opportunity and is profitable to pursue. Mr. Wibowo (par. 1) says that the business is very profitable because of several reasons. First, it is because Indonesia is a tropical country which can really support the business. Indonesia is in tropical area that is warm all year around. By having ice cream, people who feel hot in their day can be refreshed. Second, ice cream is loved by all people in all generations. Third, the business is easy to start. If people want to open an ice cream business, they only need to buy the machine and find the suitable location. They do not need a lot of capital and human resources to run the business.

In short, based on the information above, I decide to open an ice cream shop named *Scoops Delight Factory*. *Scoops Delight Factory* sells various kinds of cold desserts which use milk as its main ingredient. There are

numbers of products that I sell such as: ice cream, milk shake, frozen yoghurt, ice frost, fresh juice, and smoothies.

The specialty of the menu in my shop is *Scoops Delight Ice Cream*. It is a combination between low fat ice cream and topping chosen by the consumers. The unique thing about *Scoops Delight Factory* is that consumers can see and enjoy the process of making their favorite ice cream creations by hand folding the ice cream on a marble stone. There are many fruits that the consumers can combine with the ice cream as toppings, such as: blueberry, strawberry, kiwi, melon, banana, mango, peach, grapes, and lychee. Besides, there are other toppings like nuts, biscuits, chocolates, waffles, candies, and many more.

Since I plan to open the shop at Jalan Sultan Agung 2, the potential consumers will be the students of St. Aloysius school, the parents, and the shoppers from the shops around.

1.2. Unique Selling Proposition

Scoops Delight Factory is special because of two reasons. First, the ice cream is mixed with the toppings by hand folding process using frozen marble stone. The frozen marble can keep the ice cream temperature so that the ice cream will not melt when mixed with the toppings. The process of mixing is also unique because it is hand made using special steel spoons. The consumers can also enjoy watching the process while they are waiting for their ice cream. Second, *Scoops Delight Factory* provides more than 25

toppings for the consumers to choose, so they can order new ice cream combinations every time they come.

1.3. SWOT Analysis

The unique process of making the ice cream is one of the strengths of this business. Besides, *Scoops Delight Factory* will also provide more than 25 toppings everyday so that consumers can choose the toppings from many available toppings. *Scoops Delight Factory* will make different ice cream flavors everyday and there will be new ice cream creation every week. The shop will also be furnished with comfortable sofas, tables, sound system and magazines so that consumers can spend comfortable moments while they are in the shop.

The weakness of the business is that the ice cream process is quite long because the ice cream is hand made by folding it on the marble stone, so the consumers must wait for a few minutes.

Since my shop will be opened in Sultan Agung area, it will be a strategic place for people to come by, because around the shop, there are some shops like *Airplane System*, *Q'TA bookstore*, *D'LOOPS*, and so on. Most of the shops do not sell food. They sell clothes, DVDs, and books. Therefore, it will be a great opportunity for *Scoops Delight Factory* to become the first ice cream shop around the area. Sultan Agung is also known as one of the distro spots in Bandung. With this condition, people who do not know my shop will be attracted to visit it while they are visiting the distros in the area. I can also

cooperate with some local schools to participate in some bazzars, and exhibitions and cooperate with some banks for a special promotion event.

The business has threats also. Since it is opened in school area, the number of the visitors on weekdays (Monday to Friday) will be more than on weekends (Saturday and Sunday). The parking area is also not big. Thus, it may give difficulties for those who want to visit my shop.

1.4. Vision and Mission

Scoops Delight Factory has a vision which is to become the most prestigious and well-known ice cream shop which gives satisfaction to its customers beyond their expectation. Its mission is to make people love ice cream more and more and become *Scoopers* addict.

1.5. Goals and Objectives

For the goals and objectives, *Scoops Delight Factory* plans to give continuous promotion about the products, create new flavors of ice cream every month, expand the area, and open new branches in the future.

1.6. Value Statement

“The place where creativity starts” is the motto of *Scoops Delight Factory*. That means that *Scoops Delight Factory* will continuously create new ideas through its product. All the creations are for the customers’ satisfaction.