

CHAPTER I

BACKGROUND

Many kinds of snack are available in the market, from sweet to salty with various type of processes, ways of serving and prices. Other choices of snacks are snacks made from tuber, which are potato, sweet potato, and cassava, which are processed being fried. The unique point of this fried product is in its spicy taste and crispy skin served with delicious toppings.

I intend to make a business concentrating at snack products. Inspired by home snacks recipes, the main product is fried snacks which are made from potato, sweet potato, and cassava mixed with exotic spices served with cheese topping or mayonnaise topping.

Tuber and Toppings is located in Jalan Tamansari no 90. The reason of naming this business Tuber and Toppings, because it represents the main basic food material (potato, sweet potato, and cassava) and toppings represent the garnish for the main product.

This business is favorable because there are only few competitors which use the same basic food material and through different cooking process, for instance K Potats in Istana Plaza and Ubi bakar Cilembu. All of them have different cooking process from *Tuber and Toppings*.

Opening a business is definitely takes a lot of risks, thus it is very important to identify the situation. In this part, I am using SWOT (Strength, Weakness, Opportunity, and Threat) analysis to identify both possible situation, either positive and negative situation. The strength of this business is in the main product, which is made from unique recipes, the venue that is easy to access or strategic. It is close to ITB, of which students become potential customers and other universities UNPAD, UNIKOM, STIKOM and UNPAR, also high schools around Dago area. The weakness is there are competitors that are already established eventhough they offer different products. The opportunity is that none of the existing business has the same product as *Tuber and Topping*. The threat is the up coming competitor, who offers the same product, and competitor outlets around *Tuber and Topping* location as mentioned in the previous paragraph.

The unique selling preposition of this business is the product basic food material which are from potato, cassava, and sweet potato and will go through some processes and be fried as the final process to produce fried potato, fried sweet potato, and fried cassava with crispy skin served with choices of toppings such as cheese topping, mayonnaise topping, and brown sugar topping.

This business is worth doing because we can find the basic food material easily and the cooking process is simple.

The financial budget is reasonable, that is about Rp 20.000.000,00 and the business will get the payback period also in reasonable term that is 1 year 9 months and 28 days.