

CHAPTER I

BACKGROUND

Indonesia is a rich country which has many kinds of natural resources. The example of Indonesia's natural resources are many kinds of fruits like green apple from Malang, arum manis mango from Probolinggo, tomato, strawberry, melon from West Java, and lime from Northern Sulawesi. Most of the fruits have been found in beverage industry. However, Limez wants to introduce its special innovation that is lime mixed with herbs or other fruits based on family recipe.

Limez is a beverage stand which uses lime as its main ingredient. According to "Our Refreshments" (par.1), "lime is synonymous with freshness", **Limez** is expected to offer the consumers the taste of the freshness through a glass of original taste lime mixed with sweet sugar to eliminate exhaustion. Besides the original taste of lime, **Limez** also provides beverages from aloe and pineapple for consumers who like sweet taste, and ginger for consumers who like hot taste.

In addition, **Limez** provides combining taste of sour and sweet or sour with hot by combining lime with aloe, pineapple, or ginger. However, **Limez's** main menu is the combination of those ingredients that creates sweet, sour, and hot altogether in a glass of beverage. All Limez's beverages can be served cold or hot. They are also safe because they do not contain

preservative and have already been known among society as the natural Indonesian ingredients that have health benefits.

Lime has a number of health benefits. They are effective in blocking the formation of kidney stones and in healing wrinkled skin, influenza, cough, fever, constipation, late menstruation, stomachache when menstruation, and body odor because lime contains high vitamin C, calcium, vitamin B1, iron substance, protein, fat, and water (Wirakusumah 46).

Besides lime, the consumers can also get additional benefits from aloe, pineapple, and ginger as its complementary ingredients. The health benefits of these ingredients are as follow:

- Aloe

Astawan (par. 11, 24) states that aloe contains vitamin A, B1, B2, B3, B12, C, E, choline, inositol, calcium, magnesium, potassium, sodium, iron, zinc, and chromium. Therefore, aloe can alleviate heart attack, cholesterol, constipation, cough, sore throat, diabetes, hepatoprotector, and immunomodulator.

- Pineapple

According to "Nanas" (par. 5, 17, 18), pineapple which contains vitamin A and C, calcium, fosfor, magnesium, iron substance, natrium, kalium, dekstrosa, sukrosa, and bromelain enzyme is effective to overcome constipation, sore throat, blood coagulation, atherosclerosis, late

menstruation, block tumor growth, increase medicine absorbent, and reduce weight.

- Ginger

Koswara (par. 10) says ginger contains protease enzyme, lipase enzyme, and gingerol so ginger is effective to alleviate high pressure, help food digestion, and neutralize evil free radical inside our body.

Limez is a profitable business. Its initial investment is only Rp4,031,400 and its operational cost is only Rp15,489,400 a year. The break even point can be reached after selling 1,811.66 units. All of the expenses can be returned in less than a year.

Although in beverage industry the competition is very tight, as can be seen through the number of juice sellers and other kinds of beverage sellers in Jalan Raya Cimahi area, **Limez** has a good prospect since none of the juice sellers use similar ingredients and concept. Besides, **Limez** focuses its attention on consumer satisfaction by using good quality ingredients and processed in a hygienic way. Moreover, **Limez** is supported by its employees who serve the consumers in polite and friendly manner as it is one of the Indonesian customs to give optimal service. Furthermore, **Limez** provides annual promotion to remind consumers of the products and at the same time get new consumers.

At Istana Plaza Bandung, there is a beverage seller that uses fruits mix and fruit and herbal mix concept like **Limez** named N'ERGY. However, there are many differences between **Limez** and N'ERGY. **Limez** uses Indonesian

concept and Indonesian ingredients while N'ERGY uses Australian concept and Australian ingredients. Besides, **Limez** and N'ERGY have different target market, price, and are not in the same location. In addition, **Limez** 's beverage can be served both hot and cold while N'ERGY's beverage can only be served cold.

The further information of **Limez's** business profile is as follow:

Type of Business

Beverage stand

Stand's name

Limez

Stand's address

Jl. Raya Barat 288 Cimahi

Phone number

(022) 91776424

Work hour

Monday to Friday 9 am to 5 pm

Vision

To become the most favorite beverage in beverage industry

Mission

- To maximize the use of lime to produce various valuable and health beverages.

- To preserve the consumers' satisfaction by choosing the good quality ingredients to have *savoir vivre* and processed in a hygienic way.
- To serve the consumers in a polite and friendly manner as one of Indonesian customs.
- To promote **Limez** regularly.

Short Term Goal

- To introduce and popularizes **Limez's** products to its target market.
- To be able to return initial investment in 9.85 months or faster.

Long Term Goal

- To make **Limez's** products as the first choice of its target market
- To improve products continually by paying attention to market's needs and wants at least once a month "...the organizations should therefore devote its energy to making continuous product improvements" (Armstrong 12).
The consumers are free to give comment, opinion, idea or complaint through text message at number 022 911776424 for the development of the **Limez**.
- To build wider market in order to increase the sales in order to gain much more profit
- To shape organization management and provide career line for **Limez's** employees

Slogan

Refresh your day

The slogan is the manifestation of what **Limez** offers to its consumers. It is to provide fresh beverages to eliminate their thirst and exhaustion.

Logo



Colour



Black and white

- **Limez** refers to the stand's name. Through the name, **Limez** wants to tell the consumers about its main ingredient.
- A glass with water and a straw wants to tell the consumers about **Limez's** products.
- Green lime beside the glass shows the freshness of the **Limez's** products.
- **Lim** with red color means the beverages can be served hot.
- **ez** in blue color means the beverages can also be served cold.