

## CHAPTER I

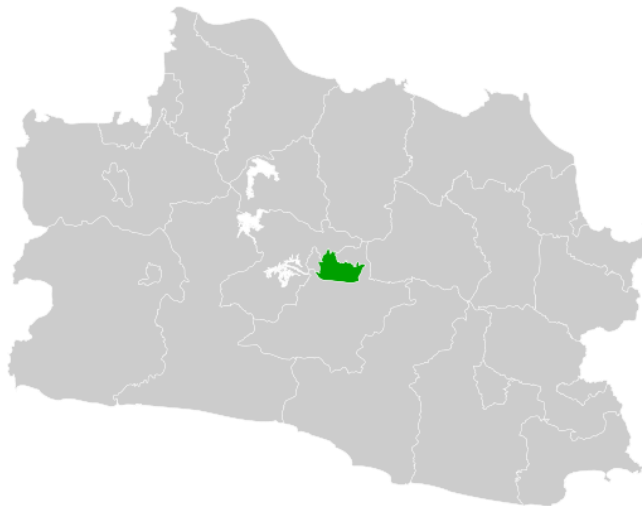
### Introduction

#### A. Background

*Bandung* is the largest metropolitan city in West Java Province, as well as the capital of the province. The city is located 140 km next to Jakarta, and is the largest city in the southern part of Java Island. Meanwhile, the Greater Bandung area is the third largest metropolitan in Indonesia after *Jabodetabek*.

**FIGURE 1.1**

#### Bandung City Map



Source: Wikipedia

The city of Bandung is surrounded by mountains, so that the morphology of the area is like a giant bowl, geographically the city is located  $\pm 768$  m above sea level, with the highest point in the north with an altitude of 1,050 meters above

sea level and in the south is a low area with a height of 675 meters above sea level.

*Bandung* is surrounded by mountains, so that the morphology of its territory like a giant bowl, geographically it is located  $\pm$  768 m above sea level, the highest point in the north with an altitude of 1,050 meters above sea level and the south is an area with low altitude 675 meters above sea level.

The southern city of Bandung is very vulnerable to flooding problems, especially during the rainy season, because it is fed by two main rivers, namely the *Cikapundung River* and the *Citarum River*.

As the largest city in West Java, Bandung has always been the top choice for tourists to visit. To find out and prove it, the following authors attach data on the number of tourist visits to West Java in 2018.

**TABLE 1.1**

**Demography of Bandung city**

City	Overseas Tourist	Domestic Tourist	Amount
Bogor	13.217	5.293.040	5.306.257
Sukabumi	3.266	82.316	85.582
<b>Bandung</b>	<b>867</b>	<b>6.450.468</b>	<b>6.451.335</b>
Cirebon	1.423	1.354.722	1.356.145
Bekasi	-	-	-
Depok	7.812	1.864.273	1.872.085
Cimahi	339	1.968	2.307
Tasikmalaya	25	302.453	302.478
Banjar	-	50.453	50.453

Source: Dinas Pariwisata dan Kebudayaan Provinsi Jawa Barat

According to this data, the amount of tourist that visit to Bandung city has the largest amount of visitors, it can be concluded that creating or building a culinary business in Bandung is the right thing to plan.

Recently there has been a new trend in the culinary business sector that has occurred in Indonesia. Booth container, that is the term for this new concept, which means selling culinary by using a large car vehicle in the form of a booth which is commonly used as a transport vehicle, but has been modified in such a way so that it can be used for selling. This business idea was popular overseas first, only recently has the idea begun to be developed in Indonesia. With this idea has been welcomed positively by the people here, until now there have been quite several culinary business people who have tried their luck selling various culinary delights with this container booth concept. Most of the actors are creative young people who are interested in working in the field of business, and in their hands this concept is indeed interesting and quite able to invite the curiosity of potential consumers.

Advantages of Using a Container Booth, We can find locations that are currently busy being visited, such as campus and school areas, at bazaar events, and so on. Not only that but now there are also many culinary events held specifically for container booths. Besides, in today's society, the trend of our society has become more modern in choosing culinary delights, the crowds of container booths being visited today cannot be separated from the trend of our society which tends to be westernized.

Kebabs were brought into Indonesia by traders from the Middle East who happened to stop at ports in Indonesia. According to its historical records, the

name Kebab comes from Arabic which means fried meat. Indeed, kebabs originally meant fried meat, not grilled or grilled meat. However, some sources suggest that the kebab may have originated from the Aramaic language. Whereas in Akkadian, *kabbaba* means grilled or grilled meat.

In Indonesia today, kebabs are often found on roadsides, malls, and even large restaurants. To meet consumer needs, kebabs are now also available in the form of frozen kebabs, so they can be stored at home for a long time and the cooking method is also easy and practical. So you can eat kebabs anytime, on any occasion, with anyone. The atmosphere at home became more harmonious.

Therefore, the writer will make a "Business Model Canvas Abu Snack Pack". With that, the writer wants to develop the concept of Shawarma which is a Wrap Sandwich to be an Open Sandwich. Starting from Australia which has the same concept, which is called the Halal Snack Pack by using a booth container.

The culinary business is one of the most popular businesses and has good prospects. This is because business opportunities in the food and beverage sector are very tempting. It can be said that it is very wide open because all humans need food and drink. In the current era of buyers market, entrepreneurs are required to differentiate in their business fields so that they can differentiate between the offers of entrepreneurs from those of their competitors.

According to Kotler (2010) Competitive marketing strategy is a strategy that positions the company strongly in facing competitors and provide strongest strategic advantages for the company.

Based on the text above, this will make the author even more confident, because different efforts it will arouse curiosity for the community. Therefore, the authors will do various innovations so that people enjoy something new.

Bandung has a culinary area, one of which is Sudirman Street Food on St. Jendral Sudirman. This area has many choices of non-halal food places. However, there are also halal places to eat that are a must-miss especially on St. Jendral Sudirman which is located right behind Sudirman Street Food.

**TABLE 1.2**

**Data kuliner di Sudirman Street Food berdasarkan kategori Halal dan Non- Halal**

No.	Places	Categories
1	Sate Wibisana	Non – Halal
2	El Paso	Non – Halal
3	Pinky Porky	Non – Halal
4	King Crab	Halal
5	Raja Pukis Modern	Halal

Sources: Tripcanvas Indonesia

According to Ajzen (2002) *Behavioral intention* is produced from a combination of attitude toward the behavior, subjective norm, and perceived behavioral control. Behavioral control is similar to self-efficacy, and depends on the individual's perception of how difficult it is going to be to engage in the behavior.

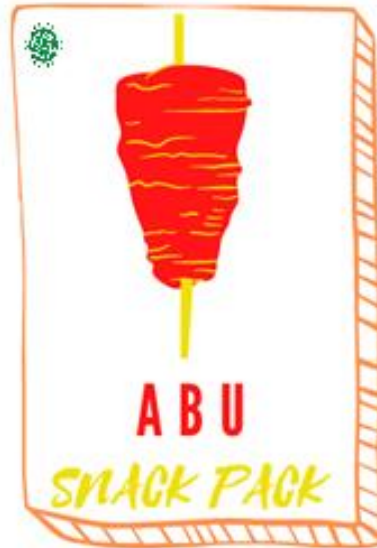
Based on the statement above with *behavioral intention*, the habit of people who want to try many culinary delights will cause many entrepreneurs to want to display food and drinks.

## **B. Business Overview**

Snack Pack which are mainly made from beef and chicken, served with fried potatoes, then add various kinds of sauces such as, barbecue sauce, garlic, tomato, chili and there is additional melted cheese sauce. Snack Pack is a fusion food from the Middle East and Europe, usually in the Middle East it uses pita bread or sandwiches but with a European mixture using a fork. Therefore, the author will develop the product by adding vegetables or salad as a side dish to neutralize the food as a *Cleanser*. *Cleanser* is a dessert after soup and before entering the main course. The salad consist Lettuce and lolorosso then add Coleslaw dressing and mix well together.

**FIGURE 1.2**

**Business Logo**



The logo has the meaning, namely;

**Red:** The color red is a color that has a strong aura, gives meaning to passion and gives energy to call for the implementation of an action.

**Yellow:** Yellow refers to the happiest color, flashy and also blends with extroverts. This color is usually used by people who want to appear or want to be noticed by others

**Orange:** The color orange is a combination of red and yellow. The color orange gives the impression of being warm and vibrant and is a symbol of adventure, optimism, confidence and ability to socialize.

The name *Abu Snack Pack* selected by the author is as follows;

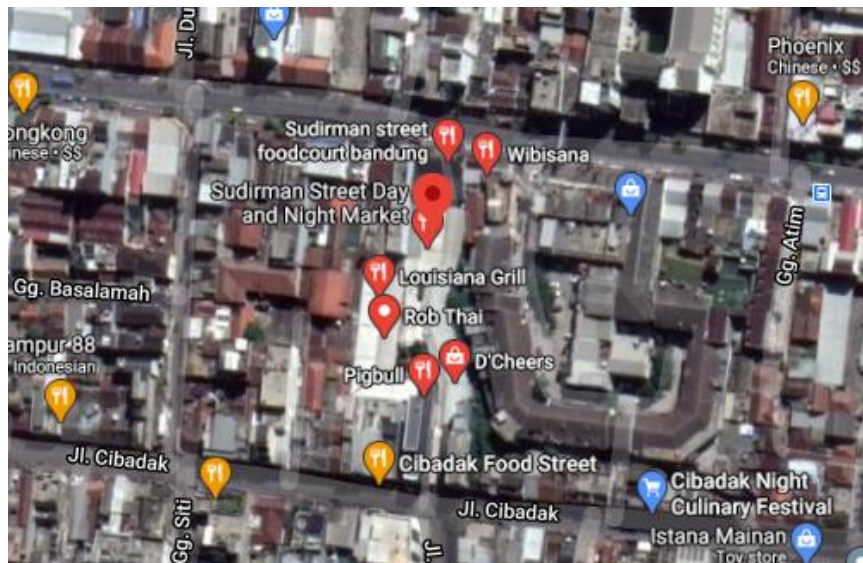
**Abu:** The word *Abu* comes from the Arabic word which means father. But from the word *Abu* it means leadership who always leads his family as the head of the family.

**Snack Pack:** The meaning of the word *Snack Pack* is a pack full of meal. Food served with styrofoam packaging or regular food boxes.

The author has therefore demonstrated that the meaning of the logo and name already has a positive meaning for the company.

**FIGURE 1.3**

### Location



**Address:** Jl. Jend. Sudirman No. 107, Karanganyar, Kec. Astanaanyar, Kota Bandung, Jawa Barat 40212

## C. Vision and Mission

### 1. Vision



Turn the production business *Abu Snack Pack* into a small company that can dominate the heavy food / main course market.

2. *Mission*

- To give a new experience to the consumers.
- We take seriously our responsibility to the environment
- To give a hygienic food to the world and sanitized

**D. SWOT Analysis**

According to Kotler & Armstrong (2008:64) SWOT analysis is a comprehensive assessment of the strengths, weaknesses, opportunities, and threats of a company. This analysis is needed to determine several strategies that exist in the company. One of them is product placement and operations.

**TABLE 1.3**

**SWOT Analysis**

<b>STRENGTH</b>	<b>WEAKNESS</b>
<ul style="list-style-type: none"> <li>✓ Good quality and healthy food</li> <li>✓ A location where many people like culinary</li> <li>✓ Can be consumed by all parties</li> </ul>	<ul style="list-style-type: none"> <li>✓ Unpopular product</li> <li>✓ Resources limitation</li> <li>✓ Bad whether</li> </ul>

OPPORTUNITY	THREATS
<ul style="list-style-type: none"> <li>✓ An international cuisine</li> <li>✓ A rare food</li> <li>✓ Media coverage for the business</li> </ul>	<ul style="list-style-type: none"> <li>✓ Covid-19</li> <li>✓ Emerging Competitor</li> <li>✓ Cost of good could change</li> </ul>

Sources: Author's Production, 2021

### E. Product Specification / Service

**FIGURE 1.4**

**Beef Snack Pack**



Sources: Google Image

**FIGURE 1.5**

**Chilli Cheese Fries**



Sources: Google Image

**F. Entity of Business**

Every business is required to have an organization, which means every business has a group and also a head to regulate in the field.

The author designed is using a *Booth Container*. In today's era, the trend of people is also more modern in choosing culinary, using *Booth Container* and it is more practical. In this pandemic season, there is no dine-in or dine-in. People will order food with a system in Take away.

The word *Booth* itself has the meaning of stand, corner or room. However, if it is associated with exhibitions or the business world, then the booth can be interpreted as a mini stage in which there are equipment for promotions at the exhibition. But now the booth is widely used for the food or beverage business by making it a food or beverage booth.

**FIGURE 1.6**

**Booth Container**



Source: Author's Production, 2021

**FIGURE 1.7**

**Gyro Grill Machine**



Sources: Google Image

**FIGURE 1.8**

**Deep Fryer**



Sources: Google Image

**G. Legality Aspect**

According to Indonesian SMEs, IUMK is a sign of legality to a person or business actor/certain activity in the form of a micro and small business license in the form of a one-sheet text. IUMK is expected to provide legal certainty and become a means of empowerment for micro and small business actors in developing their business. Micro and small businesses in question are productive businesses owned by individuals and/or individual business entities that meet the criteria for micro and small businesses as regulated in Law No. 20/2008.

The criteria for micro-enterprises in Law No.20/2008 are:

- Have a maximum net worth of Rp 50,000,000.00 (fifty million rupiah), excluding land and buildings; or

- Have annual sales of a maximum of Rp. 300,000,000.00 (three hundred million rupiah)

The criteria for small businesses in Law No. 20/2008 are:

- Have a net worth of more than Rp 50,000,000 (fifty million rupiah) up to a maximum of Rp 500,000,000 (five hundred million rupiah), excluding land and buildings; or

- Have annual sales of more than Rp. 300,000,000.00 (three hundred million rupiah) up to a maximum of Rp. 2,500,000,000.00 (two billion five hundred million rupiah)

Terms

3. *Fill out the form containing about:*

- Name
- ID card number
- Phone number
- Address
- Business activities
- Business facilities used
- Total working capital

4. *Cover letter from RT or RW related to business location*

5. *Photocopy of Identity Card (KTP)*

6. *Copy of family card (KK)*

7. *Recent color photograph size 4 x 6 (2 sheets)*

These are the other legal aspects, Company Registration Certificate and Business License.