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CHAPTER I

COMPANY OVERVIEW

A. Business Concept

People's interest in the culinary world is now dominated by sweet products. This can be seen from the spread of sweet shops, contemporary coffee, celebrity cakes, gelato, and various other sweet foods. Seeing from this fact, starting a business in the culinary field, especially dessert / sweet food is a good opportunity. One of them is the ice cream business. Ice cream is big business in Indonesia, where a growing middle class and population of 254.5m has fuelled rising demand. Ice cream is a long lasting business because people never get bored with an ice cream. This statement based on data research which shown 100% of 62 responses like it and 51,6% of 62 responses gives number 5 from scale 1 to 5 (1 for the worst, 5 for the best) to an ice cream.

apakah kalian suka ice cream?

62 responses

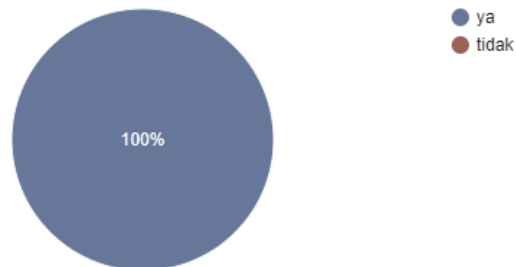


Chart 1.1 Percentages of ice cream enthusiasts

Seberapa suka kalian dengan ice cream?

62 responses

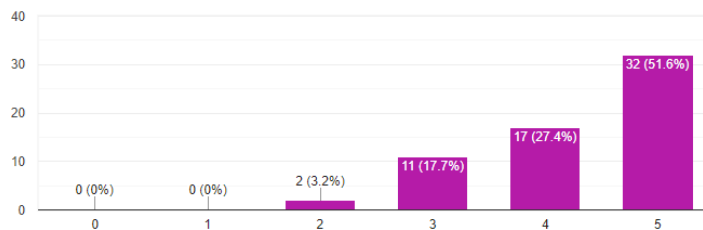


Chart 1.2 Level of ice cream interest

Because of this opportunity, *Hatea Ice Cream* was born. *Hatea Ice Cream* presents choices for customers who do not like coffee, so it is possible to choose tea as an option. But this tea variant is served as an ice cream. As the name implies, this ice cream is made, served, and enjoyed with *Hatea* (red: hati/love). Based on data survey, 83,9% of 62 responses age 18-30 years in BSD, Serpong, Tangerang, and Jakarta are willing to try ice cream with flavor tea. From this data, *Hatea Ice Cream* get a chance to build a business in that area, especially BSD and Tangerang which hasn't had an ice cream tea product provider.

Apakah kalian akan mencoba ice cream dengan varian rasa teh?

62 responses

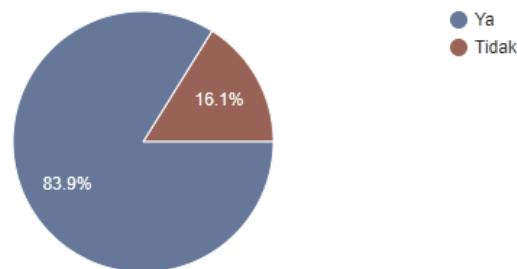


Chart 1.3 Survey result for tea ice cream

B. Goal

1. Vision

Hatea Ice Cream can become the leading artisan tea infused ice cream in the industry

2. Mission

a. Presents highest quality of tea as an ingredients

b. Using an attractive packaging concept

3. Value

Hatea Ice Cream is present as a commercial business that will beneficial to the company and provide satisfaction to each customer.

Table 1.1 Timeline

ACTIVITIES	AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				JANUARY				FEBRUARY				MARET				APRIL				MAY				JUNE				JULY			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4								
Business Idea																																																
Product Research (Food trend)																																																
Make concept																																																
Choose market segment																																																
Product test I and feedback																																																
Concept change																																																
Product test II and feedback																																																
Research for concept improving																																																
Packaging, brand, logo making																																																
Product test II and feedback																																																
Advertisement																																																
Exhibition																																																
Sell it online																																																
Sell it offline																																																

C. Team

Hatea Ice Cream has a management that is divided into several teams:

1. Operational Team

This team is responsible for daily operations. Start from manufacturing the product to the selling process.

2. Administration and Social Media Team

This team is handling for the advertising section of social media and for orders coming in online.

3. Finance Team

This team handles the expenditure of expenses and other matters related to finance.

D. Product

Hatea Ice Cream offers tea flavored ice cream which consist of heavy whipping cream, condensed milk, tea flavored leaf, and vanilla essence. It is arranged on an 8 oz (250ml) paper container. This ice cream has several variants of taste, such as:

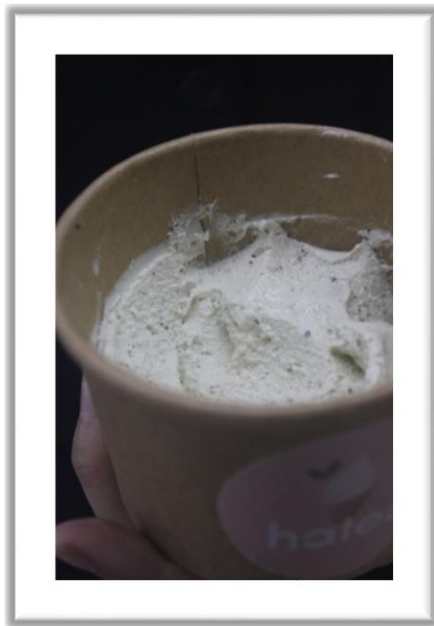
- a. Earl Grey Milk Tea
- b. Matcha
- c. Jasmine Tea



Picture 1.1 Logo



Picture 1.2 Packaging



Picture 1.3 Product