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# CHAPTER I

## COMPANY OVERVIEW

### A. Business Concept

According to KOMPAS.com-Social Media makes food trends increasingly widespread. Flocking of people began to pioneer the contemporary food business. The good taste and interesting appearance make many people want to try it. Fats in foods can make the taste of food more delicious.

According to Post.com about the four basic tastes—maybe five including umami—but molecular biologists now think humans could have as many as 20 receptors for "tastes" like calcium, carbonation, and, of course, fat. At first, a study in mice found that those lacking a protein called CD36 weren't as interested in gobbling up fatty foods. Scientists then followed up the finding in humans, only to discover that people whose bodies produced more CD36 were more sensitive to picking up tiny amounts of oil.

Ultimately, what this science all amounts to is an explanation of why making a low-fat substitute is so hard. A fat substitute that doesn't sacrifice flavor has been the holy grail of the food industry for decades, with many failures like Olestra along the way.

The perception of fat is known as cross modal, which means it involves several senses working together. Fooling one sense might be doable; go put on some headphones with the sound of crunching Pringles.



Figure 1 Logo

Pie Santuy is not a well-known brand yet, but the intense competition in the culinary business has an increasing impact on consumer demands in terms of creative and innovative culinary business. This needs to be anticipated with the right strategy, including by improving the quality and creativity of the product.

Pie Santuy is a home industry company that is included in the micro business section. Pie Santuy was established in July 2018 with four variant flavors to be offered. Currently Pie Santuy has two employees. Pie Santuy offers the customer a package of delicious mini pies with bite size (diameter 2,5cm) and regular-size pie (diameter 7,5cm) to munch. The target market is senior high school until workers with age ranges from 15 to 30 years old. The name Pie Santuy itself was inspired from Indonesian teens' slang word 'santuy' which means 'to chill out' or 'to relax'. This is because the writer wants people to always grab Pie Santuy when they are chilling out or relaxing.

## **B. Goal**

### **1. Vision**

To become the best dessert business company at Tangerang that prioritizes quality and taste.

### **2. Mission**

- a. To cooperate with government or private institutions.
- b. To Provide products with best quality of ingredients.
- c. To open and to provide new jobs for community.

### 3. Selling timeline 2019-2020

Table 1 Timeline

No	Timeline	August				September				October				November				December				January				February				March				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								
1	Business idea																																																
2	Choose product																																																
3	Testing product																																																
4	Counseling advisor																																																
5	Search vendor																																																
6	Calculate capital																																																
7	Search market size																																																
8	Research market																																																
9	Put selling price																																																
10	Selling online																																																
11	Selling at bazaar																																																
12	Put at café																																																
13	vendor of company																																																
14																																																	
15																																																	

#### Summary:

Based on the business timeline the owner has create. in August to September the owner determines the business idea that will be run and choose & test the product to be marketed. Then in October to December owner determining the vendor, capital & market size. From January to July owner conduct product introduction through bazaar or event and run a business by continuing innovate.

### C. Team

Pie Santuy currently a home industry, there are two workers who works for this product.

#### 1. Marketing & Seller

- a. Work hour 10am – 7pm.
- b. Find target market.
- c. Public relation.
- d. Delivering product.

#### 2. Baker & Supply

- a. Work hour 7am – 4pm.
- b. Make the dough.
- c. Make the filling.
- d. Bake the pie.
- e. Refill the supply.

### D. Product

#### 1. Pie Santuy has two types of product

- a. Mini pie (diameter 2,5cm)

The advantages of this product are the one bite size that make people easy to eat, no crumbs, and can eat many variants of flavor.



Figure 2 Mini Pie

- b. Regular pie (diameter 7,5cm)

The advantages of this product are the filling of the pie is fuller and denser, also Has a many variant of flavor.



Figure 3 Regular Pie

2. The ingredients of Pie Santuy are:
  - a. Butter.
  - b. Sugar.
  - c. Egg.
  - d. Flour.
  - e. Condensed milk.
  - f. Corn starch.
  - g. Strawberry paste essence (additional).
  - h. Pandan leaves natural (additional).
  - i. Chocolate powder (additional).
  
3. Variety:
  - a. Original  
a blend of sweet and delicious vanilla with egg fla and soft pie mixture.
  - b. Strawberry  
a blend of sweet and sour taste from strawbery paste with egg fla and soft pie mixture.
  - c. Pandan  
a blend of sweet and delicious pandan from original pandan leaves with egg fla and soft pie mixture.
  - d. Chocolate  
a blend of sweet and delicious chocolate with egg fla and soft pie mixture.