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CHAPTER I

COMPANY OVERVIEW

A. Business Concept

According to liputan6.com, food and beverage is one of the fast-growing businesses and has considerable development potential. Success of a culinary business to market competition is determined by the application of a true and good relationship with consumers. Beverage business can survive if it can satisfy the needs, desires of consumer tastes, and able to follow of developments in the ever-changing culinary world.

In addition, the customer is also a good source of information for management in improving the quality of its services. One of the things done by the culinary business to provide satisfaction for its customers is to provide quality taste, product hygiene, as well as good quality services.

My Kencur is a herbal beverage that can increase body endurance, cure disease such as cough and colds, and give of sensation of calm. Many People think that herb drink only suitable with old people, and many of them don't like bitter taste, and many people choose drugs medicine than herb. *My Kencur* is made with many variant tastes and a little spicy from ginger that suitable for everyone, especially for young people. The name of *My Kencur* means to show everyone the herbal medicine that has a variety of modern flavors and is packaged in attractive packaging.

Apakah anda tahu Beras Kencur?

25 responses

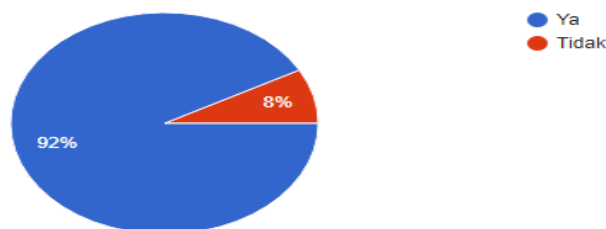


Figure 1.1 Pie Chart Beras Kencur Knowledge 1

According to Figure 1.1. from 25 respondent, 92% people know about beras kencur, and other 8% do not know about beras kencur.

Apakah anda pernah mengkonsumsi Beras kencur?

25 responses

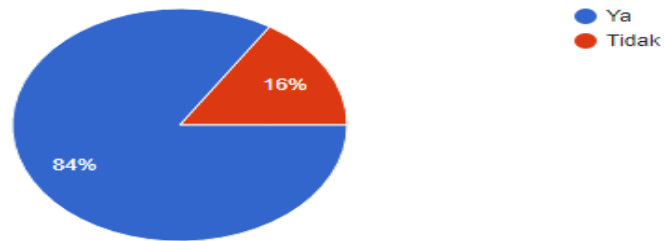


Figure 1.2 Pie Chart Beras Kencur Knowledge 2

According to Figure 1.2. from 25 respondent, 84% people consumed beras kencur, and other 16% not consumed beras kencur.

Produk "My Kencur" menyediakan Beras Kencur dengan 3 varian rasa, yaitu Vanilla, Brown Sugar dan Coconut(kelapa) dan dikemas dalam botol 300ml. apakah anda tertarik mencoba produk tersebut?

25 responses

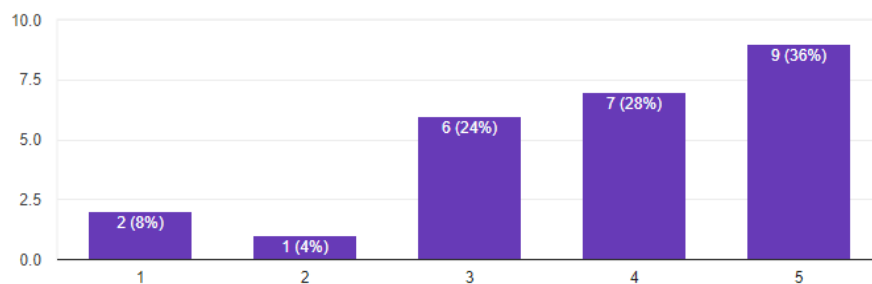


Figure 1.3 Beras Kencur Knowledge 3

According to Figure 1.3. 22 respondent from line 3 until 5 interest to try *My kencur* product, and other 3 respondent from line 1 until 2 not interest to try *My Kencur* product.

B. Goal

1. Vision

Become the best herbal beverage business that make everyone healthy

2. Mission:

- Always provide a product with original ingredients
- Collaboration with government or private institutions
- Make *My Kencur* as a brand or specialization

3. Selling Timeline

Table 1.1 Timetable *My Kencur*

ACTIVITY	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	2	3	4	1	2	3	4
Business idea																																																
Counseling advisor																																																
Choose vendor of ingredients																																																
Make the product																																																
Counseling advisor																																																
Calculate capital for product																																																
Research market																																																
Put the selling price																																																
Selling online / offline																																																
Put at café or restaurant																																																

Summary:

Based on *My Kencur* business timeline for one year, in August to September owner determines the business idea and choose a right vendor. Then, in October to November, owner calculates the capital for products, do a research market and determine selling price and start selling the products. In January, *My Kencur* will do collaboration with restaurant or café and put *My Kencur* product at the restaurant or café.

C. Team

My Kencur is a home industry and have two workers:

1. Owner 1 (marketing)
 - a. Select target market
 - b. Make a promotion
2. Owner 2 (cooker and packaging)
 - a. Make the product
 - b. Package with bottle
 - c. Refill the supply

D. Product

My Kencur is made from original ingredients. *My Kencur* has three variant taste. There are vanilla, coconut, and brown sugar. Here are the ingredients for make *My Kencur* are:

1. Rice
2. Kencur
3. Granulated sugar
4. Turmeric

5. Salt
6. Ginger

There is also additional flavor for *My Kencur*:

1. Vanilla
2. Coconut
3. Brown sugar



On the left side is *My kencur* with coconut flavor. On the center is *My Kencur* with brown sugar flavor. On the right side is *My Kencur* with vanilla flavor.