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# CHAPTER I

## COMPANY OVERVIEW

### A. Business Concept

Potato is one of the major vegetable crops grown by farmers in highland areas. Potato production has rapidly grown over the past decades and the country has become the largest potato producer in Southeast Asia (Dimiyati, 2003).

This plant has high carbohydrate content and is generally resistant to high temperatures. This plant is a nutrient-rich food that has several benefits, among others: As a diversified ingredient of non-rice foods that have high nutritional value, as well as fast-food ingredients that are widely used in big cities.

Nowadays the potential around agriculture is one aspect that must be prioritized and a good business opportunity. For example, by processing tubers into a variety of light and heavy foods that have a distinctive taste and are durable for storage. The processed form can be in the form anything.

Currently many people interest in *kentang mustofa*. *Kentang mustofa* making is currently still limited to small businesses or home industries aimed at the local market. Generally marketed through food stalls, small shops, and supermarkets with packaging methods vary depending on the intended target. *Kentang Mustofa* is a side dish typical of West Java which is usually served when there is a celebration party, *kentang mustofa* is a thinly sliced potato, seasoned with spicy sweet balado.



Figure 1.1 Kentang mustofa

“Terkencang” bring *kentang mustofa* to be more modern. “Terkencang” have simple, modern and easy to carry packaging. “Terkencang” words refer to *Teri*

*Kentang Kacang*, the word “Terkencang” itself has a meaning: strong, which can interpret this business in the future will have a strong income.

This business was established because there is a huge opportunity regarding the processed potato. To find out the citizens interest in the product “Terkencang” chose, “Terkencang” decided to do some research. Especially *kentang mustofa* nowadays is very popular among kids, teenagers, even adults because it can be used as a snack or side dish.

This research was created using Google Forms with a deadline from 18 September to 30 September 2019, from 113 respondents the majority of residents of South Tangerang and Pamulang.

## B. Goal

### 1. Vision:

Making “Terkencang” product accessible to modern market and can expand throughout Indonesia.

### 2. Mission:

- a. Using modern and easy to carry packaging
- b. Using social media to introduce “Terkencang” throughout Indonesia

### 3. Value

“Terkencang” was formed to be a business that can provide benefits and satisfaction for both parties, both for companies and customers.

### 4. Timeline

This chart is made to show what plans are made to achieve a goal within 1 year from making ideas to selling. Here is a timeline chart that has been created:

Table 1.1 Timeline

Activity	Aug				Sept				Octo				Nov				Dec				Jan				Feb				Mar				Aprl				May				Jun				Jul			
	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 and Concept																																																
Product Research																																																
Choose Product																																																
Make a business plan																																																
Review and Feedback																																																
Product Testing																																																
Final Proposal																																																
Revision																																																
Offline selling																																																
Online selling																																																

### C. Team

“Terkencang” is a home-based business, managed by Saskia Putri Adhelia Cijijaya. Saskia Putri is currently a college student in the Hotel Operations Program at Universitas Multimedia Nusantara.

### D. Product

“Terkencang”; is *Kentang Mustofa* a thinly sliced potato, seasoned with spicy sweet balado. This product have a simple, modern and easy to carry packaging. “Terkencang” has 2 levels of variant taste, such as: Level 1 (Normal), Level 2 (Spicy). The ingredient to make the product such as potato, peanut, anchovies, chili, garlic, shallot, lime betel (*Kapur Sirih*). “Terkencang” has 2 categories packaging such as standing pouch 14 x 22 cm (150 gr) and bottle 15 x 5 cm (70 gr). Products can be stored for 2 months at room temperature.



Figure 1.2 Packaging Standing Pouch



Figure 1.3 Packaging Bottle