

# CHAPTER I

## COMPANY OVERVIEW

### A. Business Concept

Nowadays urban communities are always faced with a life that is vulnerable to health. Polluted air and unpredictable weather are main factors causing health decrease. One way is to maintain our diet. Various types of diets are offered to attract the interest of the public to be more sensitive to the food they choose.

Most of these diets prioritize vegetables on their menus. As we know, vegetables and fruits contain substances that are needed by the body which cannot be completely fulfilled by flesh. Recognizing the superiority of these vegetables and fruits, some people changed their way of life to become Vegetarian and Vegan.

For this reason, Spaghetti Sambal Tomat established. Our company concept is to sell spaghetti with non-meat base, so the customer will worry-less about getting fat when consume our product.

### B. Goal

1. Vision: To become number one on micro company that sell vegetarian pasta with chili paste in Gading Serpong, Tangerang
2. Mission:
  - a. To introduce people about spaghetti with non-meat base and chili paste
  - b. To keep and prioritize the quality and taste of Spaghetti Sambal
  - c. To increase product promotion through media social (Instagram)
3. Timeline

Table 1.1 Timeline Activity

Activity	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Brainstorming Idea with Advisor													
Creating Idea													
Choose Vendor for Ingredient													
Creating Product													
Testing Product with Advisor													
Market Research													
Put Selling Price													
Proposal Check with Advisor													
Selling Product													

### C. Team

The team consist of two peoples:

1. CEO: idea creator, brand creator, product maker, do packaging, selling product
2. Financial advisor: create price for product

### D. The Product

Spaghetti Sambal Tomat consist of spaghetti as base and chili tomato paste as paste base. After boiling spaghetti, the tomato chili paste cooked together with paste, so that the tomato chili paste will absorbs into spaghetti. The filling for spaghetti is mushroom, as a substitute for meat. The ingredients to produce Spaghetti Sambal Tomat are:

- |              |             |           |
|--------------|-------------|-----------|
| 1. Spaghetti | 4. Tomato   | 7. Pepper |
| 2. Chili     | 5. Mushroom | 8. Oil    |
| 3. Shallot   | 6. Salt     |           |



Figure 1.1. Spaghetti Sambal Tomat Product



Figure 1.2. Company Logo