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CHAPTER I

COMPANY OVERVIEW

A. Business Concept

Looking back for the past years, the food trend, especially in Indonesia, is dominated by renewed street food from the past. For example: 'Telor Gulung', a deep-fried egg which wrapped around wooden stick. Refer to the fact, the opportunity to start the business regarding to the food trend is increase lately. There are many Indonesia street foods that had not been lifted yet, like fried cassava. In fact, many Indonesia citizens still consume cassava as a rice substitute or as a snack because contains lot of nutritions.

Table 1.1 Nutrient content in 100 gr. cassava

NO.	NUTRIENT	CONTENT
1.	Calories (cal.)	154
2.	Carbohydrate (gr.)	36.8
3.	Fat (gr.)	0.3
4.	Protein (gr)	1.2
5.	Calcium (mg.)	33
6.	Phosphor (mg.)	40
7.	Vitamin B (mg.)	0.6
8.	Vitamin C (mg)	30
9.	Water (gr.)	62.5
10.	Part that can be eaten (%)	75

Source: Mahmud, dkk., 2009

Indonesia itself is the third countries who produce cassava the most, after Nigeria and Thailand. Based on the data from Badan Pusat Statistik (BPS), Indonesia produces 27 tons of cassava per year. Because of the high demand of cassava, government is planning to increase the productivity of Indonesia's cassava up to 30-40 tons in 2019.



Figure 1.1 Yuca Street Food Logo

Spotting the opportunities that arise and the good supporting resources, Yuca Street Food was founded. Yuca is coming from Spanish, means cassava. The name was chosen because its sound appealing to Indonesia people, also it is easy to pronounce by Indonesia people. The company aim to make cassava as a part of food trend in Indonesia, especially in street food area. Moreover, from using the cassava as the main product, the productivity will increase and will affect to the national income. To achieve that target, the company will observe the food trend now, and try to develop topping variant that suitable for major citizen, especially for kids above six years old and teenager.

Indonesia becomes the third highest countries who produce cassava. The consumptions within the country also still high. Lately, the percentage of cassava consumption in Indonesia is increasing. But, the variety of cassava product is limited so people easily get bored of the taste. Yuca Street food is a company that uses cassava as the main product, come with some innovation.

B. Goal



1. Vision.

To be a company that turns cassava product into a food trend in Indonesia.

2. Mission.

- a. To use various type of topping to attract customer.
- b. To actively join bazaar to introduce the product.

C. Timeline

Table 2.1 Timeline

ACTIVITIES	AUG				SEPT				OCT				NOV				DEC				JAN				FEB				MAR				APR				MAY				JUN				JUL				AUG			
	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																																																				
Product Research																																																				
Choose product																																																				
Choose market segment																																																				
Counseling with business advisor																																																				
Product test																																																				
Product development																																																				
Business pitching																																																				
Search for a stall																																																				
Offline selling																																																				
Online selling																																																				
Join bazaar																																																				
College bazaar																																																				
School bazaar																																																				

D. Team

The company currently runs by Maria Louisa Clarista, founder of Yuca Street Food. Maria Louisa Clarista is currently a college student in Hotel Operations Program at Universitas Multimedia Nusantara.

E. The Product



Figure 1.2Crispy Cassava

Yuca Street Food mostly serves processed cassava. The main product of the company is Crispy Cassava, which made from cassava that has been cut in short size. The product will pass through two cooking method to make the cassava texture become more soft and then will be covered with flour to give the crispy texture. The Crispy Cassava has many flavors that can enhance customer's experience. Besides the original one (the cheese topping), customer can enjoy the crispy cassava with additional seasoning, among other:

- (1) Sweet cheese
- (2) Spicy
- (3) Barbeque
- (4) Roasted corn