

# **CHAPTER I**

## **COMPANY OVERVIEW**

### **A. Business Concept**

The culinary business has become one of the endless business models and has become a favorite. How not, the culinary business is experiencing rapid development at this time. Everyone needs food, especially for people who are lazy to cook at home. Surely they will buy food outside. Seeing this opportunity, Waroeng Ayam Andaliman can be sure that the culinary business will continue to grow along with the increasing need to eat the food.

Waroeng Ayam Andaliman product will use a spicy ingredient. Based on merdeka.com, Former BPOM Chief Roy Sparringa who is a culinary observer said, spicy food in Indonesia comes from the public's fondness for eating all kinds of food using sambal. There are dozens or even hundreds of different types of chili sauce in Indonesia. Sambal and chili are an integral part of processed cuisine in Indonesia. Its position is no longer as a food supplement, but a main food ingredient. Roy also said, another factor that makes Indonesian people love to eat chili or spicy food is habit.

Doctor in the food science and technology university of reading, English, added that, indulgence Indonesian such chili sauce can so many in the understood nutrition chili be turned into chili sauce. Chili as a source of vitamin and mineral matter to the body. Some vitamin contained in chili, from vitamin c and vitamin a.

Apakah anda menyukai rasa pedas?

40 responses

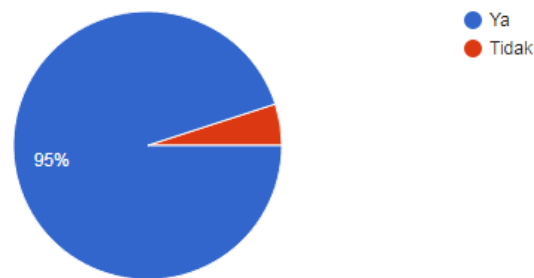


Figure 1.1 Respondent who Like Spicy

Apakah anda mengetahui atau pernah mencoba andaliman?

40 responses

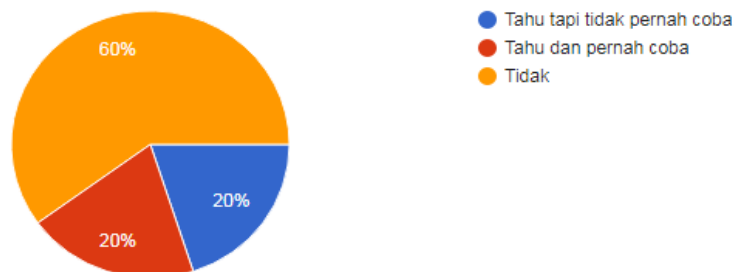


Figure 1.2 Respondent about Andaliman

Based on figure 1.1 above, there are 95% people who like the spicy taste. The people who like spicy will be our target and from the chart respondent is more people like spicy than do not like, it make Waroeng Ayam Andaliman CEO confident to sell the product in public. Proudly to present “Waroeng Ayam Andaliman”. According to figure 1.2 above, 60% people still did not know and never taste this spice. Andaliman is a type of spice from wild plants known by the Batola Angkola and Mandailing communities, North Sumatra. Actually andaliman was very famous especially in Sumatera Utara, because of its extremely spicy sensation taste and easy to find. In Tangerang, mostly people didn’t know or try the andaliman. Waroeng Ayam Andaliman purposes are to introduce and raise up the local spice taste by selling the product and create the sambal andaliman variation to make people who did not know the taste of sambal become interest.

Waroeng Ayam Andaliman product will sell by online first (Instagram and Grabfood), then sell the product by offline (outlet). Waroeng Ayam Andaliman outlet

has planned to create the sambal andaliman with many variant that would make the product different with others. Hopefully, this product can attract people who like the spicy taste with new taste and could be a long term business. Herewith some of pictures of logo, packaging (for take a way/Grabfood), and the product itself as on below:



Figure 1.3 Sticker Logo



Figure 1.4 Packaging



Figure 1.5 Product 1

## B. Goal

Vision: A pioneer food outlet with chicken and specialty in variant of sambal andaliman.

Mission:

1. Hire friendly staff, to maintain relationship with customer
2. Always maintain and give best the quality of product and service to customer
3. Innovative to create new variation of the menu
4. Create the relaxed atmosphere restaurant for the customer convenience.

## Timeline of business

Table 1.1 Timeline of Business

Activity	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Brainstorming Idea													
Product Research													
Choose Market Segment													
Testing the Product													
Feedback to Improve the Product													
Choose Vendor													
Create Business Report													
Counseling the Report													
Online Advertisement													
Business Pitching													
Buy an Outlet													
Open an Outlet													
Offline Advertisement													
Selling by Offline													
Selling by Online													
Advertisement													

## C. Team

### 1. Chief Executive Officer (CEO)

- a. Create a plan, manage, and analyze all the activity operational business, staff, and financial
- b. Creating business network

- c. Make a business strategy for middle or long term which referring to company vision and mission
- d. Manage and identify the staff performance be a competent to maximize the company performance
- e. Increase the business competency and maintain it
- f. Find opportunities business to increase the finance
- g. Create the policy or regulations which each staff should follow
- h. Analyze for every problems, solve the problems with right, effective and efficient

2. Cooker: (2 staffs)

- a. Keep the tools and area clean
- b. Responsible for every raw ingredients that will be used
- c. Cook the ingredients as a standard

3. Waiter/waitres

- a. Create a guest bill and responsible for payment
- b. Keep the outlet area clean before open until after close
- c. Greeting the guest
- d. Serve the foods and beverages
- e. Taking order
- f. Upselling
- g. Always stand by in table counter
- h. Responsible all glass, plate, spoon and fork always complete

D. The Product

1. Menu List

- a. Ayam Regular (Fried chicken+ rice + fry crispy cabbage + fried tofu/fried tempe + sambal andaliman original/lemon grass) Rp. 20.000
- b. Paket Pedas (Fried chicken + rice + sambal andaliman original/lemon grass) Rp. 16.000
- c. Sweet tea Rp. 4.000

\*Sambal andaliman kecombrang + Rp. 2.000



Figure 1.6 Logo



Figure 1.7 Product 2

## 2. Product Cost

Table 1.2 Table of Ingredient

Ingredient	Quantity	Price
Chicken	1	Rp 4.000
Tofu	1	Rp 800
Tempe	1	Rp 800
Crispy fried cabbage	1	Rp 1.000
Rice	100gr	Rp 900
Yellow Paste for 8 Parts of Chicken		
Galangal	20gr	Rp 500
Ginger	12gr	Rp 360
Salt	5,5gr	Rp 110
Turmeric	20gr	Rp 600
Garlic	80gr	Rp 2.400
Shallot	144gr	Rp 3.840
Lemon grass	25gr	Rp 625
Lime	2pcs	Rp 3.000
Oil	5ml	Rp 100
Yellow paste for 1 chicken= 39gr Rp1.442		
Sambal Andaliman for 6 Portions		
Garlic	20gr	Rp 1.040
Shallot	120gr	Rp 3.600
Kemiri	30gr	Rp 2.000
Andaliman	8gr	Rp 8.000
Lemon grass	5gr	Rp 125
Kecombrang	15gr	Rp 4.000
Bird eye chili	50gr	Rp 2.500
Curly red chiili	60gr	Rp 2.700
Salt	2,5gr	Rp 50
Sambal andaliman original for 1 portion= 48gr Rp3.315		
Sambal andaliman lemon grass for 1 portion= 49gr Rp3.335		
Sambal andaliman kecombrang for 1 portion= 51gr Rp3.981		

Sweet Tea		
Water	400ml	Rp 1.267
Sugar	30ml	Rp 300
To Fry the Chicken		
Oil/day	2L	Rp 41.000
Gas/day		Rp 7.143