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CHAPTER I

COMPANY OVERVIEW

A. Business Concept

Indonesia is an archipelago country with a tropical climate that is very suitable for marketing fresh cold drinks. Tropical can be interpreted as an area located between the isotherm line in the northern and southern parts of the earth or the area is at 23.5 ° north latitude and 23.5 ° south latitude. This encourages writers to create a business that is attractive, refreshing and also safe for all people.

Based article in kompas.com mojito is one of the most delicious drinks in the world. Mojito is a traditional drink from Kuba that contain of alcohol. It made from lime, soda, mint leaves, simple syrup and white rum. Street Mojito basically sell non-alcoholic drink, such as virgin mojito that made by Lemon, Soda and Mint Leaves. Of course this makes the taste even more delicious, because a drink with an alcohol mixture will produce a bitter taste.

Street Mojito logo inspired from the mojito itself, there are lime and mint leaves which are ingredients of mojito. The philosophy of the green color on this logo is associated with the natural world. Because of its relationship with nature and considered a calming and relaxing color. The writer hope that this product can provide fresh and relaxing effect for customers.

Figure 1.1 Logo



B. Goal



2019 - 2020

1. Street mojito will join Campus bazaar around BSD (Universitas Multimedia Nusantara, Prasetya Mulya, Bina Nusantara, Matana University)
2. Street Mojito will join School Bazaar around karawaci and Citra Raya
3. Street mojito will join Food and Beverage event around Bsd

2021 - 2022

1. Street Mojito will open second store in Kota Tangerang
2. Street mojito will expand the network around Pusat Pendidikan Kota Tangerang
3. Street mojito will join Food and Beverage event around Kota Tangerang

2023

1. Street mojito will open third store in Jakarta Selatan

Vision.

To become the best street mojito provider in Tangerang.

Mission.

1. *Developed the mojito with the local flavor*
2. *Implementing professional company management*

C. Timeline

Table 1.1 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	1	2	3	4				
Business Idea																																																				
Product Research																																																				
Choose product																																																				
Choose market segment																																																				
Counseling with business advisor																																																				
Product test																																																				
Product development																																																				
Business pitching																																																				
Search & rent for a stall																																																				
Advertising																																																				
Online selling																																																				
Join bazaar																																																				
College bazaar																																																				

D. Team

Street Mojito founded by Owner. This business will managed by owner and co-owner. The operational of this business will handle by co-owner, for the financial statement will handle by Ceindy Krista.

Table 1.2 Job Desk

Job desk for operational :	Job desk for financial :
1. Prepare the syrup	1. Make list for stock
2. Prepare tools and equipment	2. Purchase the stock
3. Clean up the counter	3. Record income and cost
4. Prepare ice cube	
5. Prepare lemon for topping	
6. Check all stock	

E. The Product



Figure 1.2 all variants

Street Mojito mostly serves mojito with different flavor it can enhance customer's experience. Customer can enjoy Mojito with other flavor:

Fruit flavor

- Fruit punch mojito
- Lychee Mojito
- Citrus Mojito

Filling

- Nata de coco