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# CHAPTER I

## COMPANY OVERVIEW

### A. Business Concept

Based on Liputan6.com article, satay product in Indonesia are still running with the characteristics of Satay is a food made from meat that is pierced with bamboo stick and grilled on the charcoal. Satay is commonly served with peanut sauce and mixed with soy sauce and other seasonings, but not with Nay's satay. Nay's satay is made of various ingredients such as chicken, sausage, cheese and potatoes. The ingredients are fried and served with different sauce to make the satay taste more delicious. Nay's satay started a business selling satay food products. Nay's satay is derived from the word Nay's is from owner's nickname and the word Satay is the product being sold.



*Figure 1.1 Company Logo*

This logo explains about:

1. Yellow color means cheerful and bright colors that can attract attention
2. Dark red color means full of the energy and is a warm color and the combination between yellow color and dark red color explains that satay has a delicious taste.
3. Symbol satay means the product being sold Nay's satay
4. Nay's satay, nice time is tag line Nay's satay company and means nice time to try Nay's satay product.

## B. Goal

The vision of Nay's satay is making Nay's satay business popular and well known by the people in Jambi City.

The mission of Nay's satay are:

1. To give customers a sense of satay and its complement with different variants.
2. To give a good quality of hygiene and taste.

*Table 1.1 Timeline*

Progress	Aug				Sept				Oct				Nov				Dec				Jan				Feb				Mar				Apr				May				June				July			
	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																																																
Product testing																																																
Review and feedback																																																
Final proposal																																																
Revision																																																
Join bazaar																																																
Offline selling																																																

Based on table above, Nay's satay need one years to prepare the business and for booth will be open on December by offline.

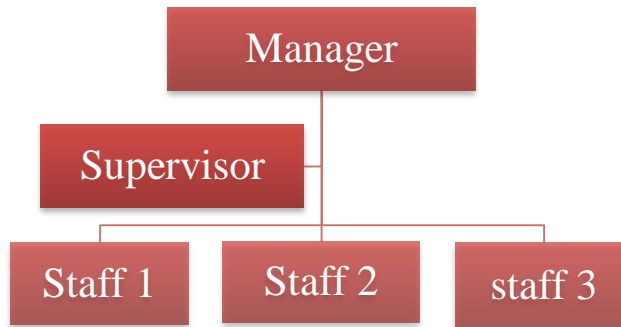
## C. Team

The company currently runs by Nia Enzelia, founder of Nay's satay. Nay's satay business will be managed by Nia Enzelia as a manager and Andi Ernanda as a supervisor and another three staff. They do the producing and selling the product. Andi it will be responsible to handle the financial management, Nia it will be responsible to handle operational manager. For make Nay's satay product it will be responsible by Nia, Andi and Staff 1 and other staff responsible in stall.

There are some job description in each position:

1. Job description of financial manager:
  - a) Make a financial plan
  - b) Financial budgeting
  - c) Manage financial
2. Job description of operational supervisor:
  - a) Handle ingredient supply
  - b) Control and coordinate the operational
  - c) Create marketing strategy and promotion
3. Job description of staff 1:
  - a) To help operational manager, especially in handle ingredient supply
  - b) Make a Nay's satay product.
4. Job description of staff 2:
  - a) Prepare the equipment and tools in store
  - b) Taking order
  - c) Build customer relation
  - d) Serve the product
  - e) Clear up and clean up the service area
  - f) Cashier
5. Job description of Staff 3:
  - a) Prepare Nay's satay product in store
  - b) Cook
  - c) Clean up kitchen

*Chart 1.1 Organization Chart*



#### D. Product

Nay's satay has five variants of satay, they are Nay's original, O'Chicken cheese, Fried sausage, YoChicken, Potato cheese rolls and there is a complementary menu of satay are french fries, and rice and there is salted egg sauce and chili sauce to make the satay taste more delicious. There are ingredient and packaging for Nay's satay:

##### 1. Satay:



*Figure 1.2 Satay Product*

Nay's satay company sells five variant of satay are:

a. Nay's original

Ingredients:

Yield: 8

- 1) Chicken fillet
- 2) Candlenut
- 3) Garlic
- 4) White pepper
- 5) Salt
- 6) Water
- 7) Hard flour

Method:

- 1) Add candlenut, garlic, white pepper, and salt into the chicken fillet
- 2) Resting until 30 minutes
- 3) After that coat in egg then into hard flour
- 4) Fry in medium heat until become light brown

b. O'Chicken cheese

Yield: 8

Ingredients:

- 1) Potatoes
- 2) Medium flour
- 3) Salt
- 4) Garlic
- 5) Bread crumbs
- 6) Mozzarella
- 7) Whole egg
- 8) White pepper
- 9) Minced chicken

Method:

- 1) Mix potatoes, salt, garlic, medium flour, white pepper, and minced chicken
- 2) After that take 25 gr from the mixture and fill mozzarella inside and make a round shape
- 3) Coat in egg then into bread crumbs
- 4) Fry in medium heat until become light brown

c. Fried sausage

Yield: 8

Ingredients:

- 1) Beef sausage
- 2) Mozzarella
- 3) All-purpose flour
- 4) Milk
- 5) Pinch of salt
- 6) Whole egg
- 7) Bread crumbs

Method:

- 1) Cut beef sausage in half
- 2) Cut mozzarella into small pieces
- 3) Mix all-purpose flour, salt, 1 whole egg and milk
- 4) Coat in egg then into bread crumbs
- 5) Fry in medium heat until become light brown

d. Potato cheese roll

Yield: 8

Ingredients:

- 1) Potato
- 2) Cheddar cheese
- 3) Whole egg
- 4) Bread crumbs

Method:

- 5) Boil the water until become tender
- 6) Let it cook until it tolerable to hold and peel
- 7) Mash until become smooth
- 8) Cut the cheddar cheese into strips
- 9) Use stick for roll handle
- 10) Get enough amount of mashed potato to coat the cheese
- 11) Beat 1 whole egg for breading
- 12) Coat the roll in egg then into bread crumbs
- 13) Fry in medium heat until become light brown.

e. YoChicken

Ingredients:

Yield: 8

- 1) Minced chicken
- 2) Tapioca
- 3) Carrot
- 4) Garlic
- 5) Salt
- 6) White pepper
- 7) Whole egg
- 8) Bread crumbs

Method:

- 1) Chopped the garlic and carrot and pour into minced chicken bowl
- 2) Add salt, whole egg and white pepper into minced chicken bowl
- 3) Coat into bread crumbs
- 4) Fry in medium heat until become light brown



## 2. Sauce:

### a. Salted egg sauce

#### Ingredients:

- 1) Salted eggs
- 2) Cloves garlic
- 3) Milk
- 4) Curry leaves
- 5) Curly chili
- 6) Pepper corn
- 7) Butter

#### Ingredients:

- 1) Minced garlic and then sauté garlic with butter
- 2) Add the salted egg yolk
- 3) After the salted egg yolk mix with butter, add milk, curly chili slice, curry leaves and pepper corn
- 4) Wait until the texture thickens

### b. Chili sauce

#### Ingredients:

- 1) Oyster sauce
- 2) Tomato sauce
- 3) Chili sauce
- 4) Sugar
- 5) Pepper corn
- 6) Chili powder
- 7) Water.

Method: Mix all ingredients and wait until the texture thickens

3. Complement of satay:

- a. French fries: using Aviko crinkle brand
- b. Rice: rice and water

Method:

- 1) Pour 1 kg rice into rice cooker and add water
- 2) Wait until cook

4. Package nays menu

a. Nays Package 1

1 Nay's original + 1 Yo Chicken + 2 potato cheese roll + 1 french fries and get 2 variant of sauce.

b. Nay's Package 2

1 nay's original + 1 Yo Chicken + 2 Potato cheese roll + 1 Fried sausage + 1 O'Chicken cheese + 2 French fries and get 2 variant of sauce.

5. Packaging



*Figure 1.3 Packaging Package Menu*

This is packaging for Nay's package menu, using paper box. Inside the box there are satay products, which consist of two variants of sauce using plastic cups, for the french fries, it will use paper and also plastic spoon to make it easy when the eaten.



Figure 1.4 Packaging Product

For take away, nays satay uses a plastic cup with Nays satay logo on it, if the customer wants to order french fries it will be put in the cup but not with the rice. The rice will be separated using paper wrap. The sauce will use a 6×9 size plastic clip and a plastic spoon inside the cup.

#### 6. Nay's satay menu

Nay's satay menu with design is dominated with yellow and red, similar with the logo. The color combination is chosen because it is eye catching and the guests can easily order it as there is a photo of the products. There are also the option of the package menu to make it more specific, so customers are not confused when ordering. In the menu have the company Instagram also provide the account address, because it aims to promote and inform customer about Nay's product.



Figure 1.5 Nay's Satay Menu