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CHAPTER I

COMPANY OVERVIEW

A. Business Concept

Rice is eaten by most Asians as the main source of carbohydrates in the daily menu. Rice as a staple food is usually served with side dishes as a complement to taste and complements one's nutritional needs. In this millennium era and very advanced technology, we are very familiar with fast paced, time is very influential for office workers and students taking classes in the morning, here ***Kuro rice box*** comes with the concept of food in fast food boxes that have a unique taste , Kuro means black in Japanese the relation with the product is the packaging and the color logo of Kuro itself is black gold and of course has fast service and minimalist packaging with a classic black sticker wrap the box, and you can take anywhere and eat anytime anywhere you want its very flexible.

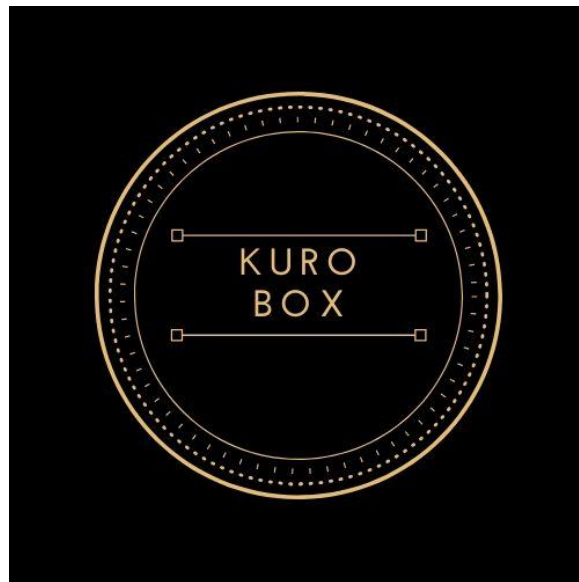


Figure 1.1 Kuro rice box Logo

B. Goal

1. VISI: become a shop that sells rice box with unique flavors and has fast service
2. MISI: ***Kuro rice box*** wants to make customers feel fast service and inner satisfaction in buying food and food will be ready in less than 10 minutes when buying food.

C. Team

The company currently runs by Reynaldi Christy, founder of Kuro rice box.

D. Product

The company have 4 menus

1. Karage Rice with sambal Bangkok
 - a. White rice
 - b. Chicken karage
 - c. Fried Egg
 - d. Sambal Bangkok
2. Furikake Wing Rice
 - a. White rice
 - b. Chicken wing
 - c. Scramble egg
 - d. Chicken wing jelly broth
3. Nagetto box
 - a. White rice
 - b. Chicken Nugget
 - c. Scramble egg
 - d. Sausage
4. Furikake Rice
 - a. White rice
 - b. Scramble egg
 - c. Chicken wing jelly broth



Figure 1.2 Kuro rice box

E. Timeline

Table 1.1 Selling 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 and the standard recipe																																																				
Choose market segment																																																				
Counseling with business advisor																																																				
Choose vendor																																																				
Product test																																																				
Feedback and improve the product																																																				
Cost Control																																																				
Business pitching																																																				
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