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CHAPTER I

COMPANY OVERVIEW

A. Business Concept

Piscok Skuy is a business that wanted to build for bringing back the viral of chocolate banana in Indonesia. Piscok is a snack that loved by many people. Many Indonesian citizens like Piscok. Ranging from children to adults like this food. Even western people has fallen in love with this piscok. The price is affordable for many people, and the delicious taste makes this Piscok one of the small business opportunities that is very profitable.



Figure 1.1 Piscok Skuy Logo

B. Goal

Vision :

For becoming a good start-up business in snack industry, that can bring back people interest of Piscok.

Mission :

With the improving taste of a food or snack, this banana-flavored chocolate banana is one way to attract the interest of snacks / snacks lovers. People also want to taste or feel something different from before.

C. Timeline

Table 1.1 Selling Timeline

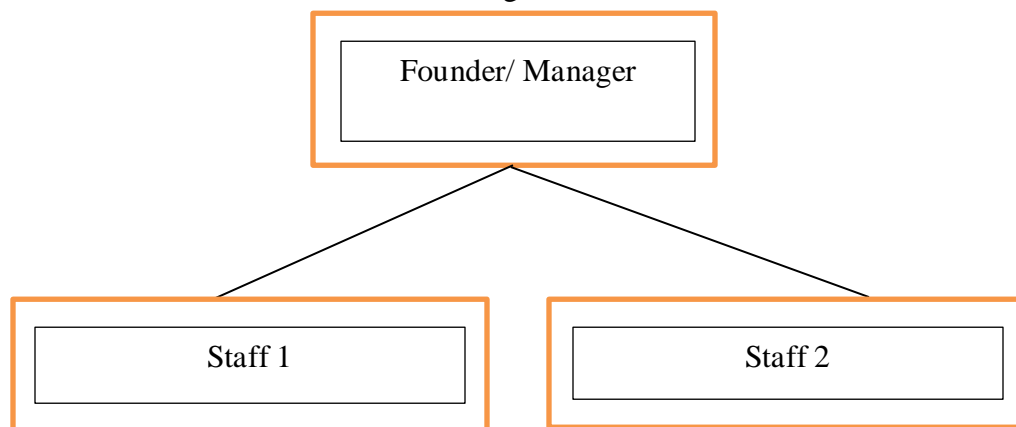
Activities	Aug				Sept				Oct				Nov				Dec				Jan				Feb				Mar				Apr				May				Jun				Jul				Aug							
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
Business Idea																																																								
Product Research (Food trend and type of flavor)																																																								
Choose product and the standard recipe																																																								
Choose market segment																																																								
Counseling with business advisor																																																								
Choose vendor																																																								

D. Team

As a start-up business. From managing, marketing, financing of PiscokSkuy are managed by the owner, except for operational. For operational there are 2 staff that working shifting.

1. Founder/Manager:
 - a. Managing operational, and administration
 - b. Controlling staff
 - c. Financing
 - d. Marketing the business
 - e. Producing and packaging the products
2. Staff :
 - a. Helping doing operational hours
 - b. Producing and packaging the products
 - c. Selling products
 - d. Opening and closing the booth

Table 1.2 Organizational Chart



E. The Product

PiscokSkuy product is a banana chocolate snack that using a bread with banana chocolate filled inside cover with bread crumb. PiscokSkuy have cheese flavor and also chocolate cheese. And for the packaging PiscokSkuy will have frozen product that can be frozen for 3 days maximum in the freezer.

Ingredient:

1. Banana
2. Bread
3. Chocolate
4. Cheese
5. Bread crumb
6. Egg

Original



Figure 1.2 Piscokskuy product



Figure 1.3 Piscokskuy product with packaging



Figure 1.4 Frozen Product of PiscokSkuy