

CHAPTER I

COMPANY OVERVIEW

A. Industry Analysis

Italy is a country known for its pasta, pizza, cheese, wine, and more. Behind the famous food, at first, the Italians only ate meat, vegetables, fruit, fish, soup, and various kinds of cereals after being colonized by the Greeks in the 8th century. It finally changed after the discovery of olive oil and several primary ingredients for making traditional dishes. After that, the history of Italian cuisine continued with the introduction of other staple modern varieties.

Several countries helped introduce this staple ingredient to Italians, one of the countries were Spain, which showed tomatoes. These tomatoes are processed into sauces and dominate the food in Southern Italy because each state in Italy has its primary food. Besides pizza, in Italy, pasta dishes are also served with tomato sauce that is the Classic Tomato Spaghetti. Since pasta is a commonplace dish in Italy, Italy has various types of different pasta menus. These types are different in shape and size for cooking needs. Some common types in Indonesia include Fettuccine, Spaghetti, Angel Hair, Cavatappi, Penne, Fusilli, Jumbo Shells, Farfalle, and Lasagna.

Along with the times, Italian food continues to grow until it is increasingly known and becomes popular in various countries. Unfortunately, there are obstacles to maintaining the popularity of these foods because world trends always change from time to time. It is because of human wants and expectations that want something unique or can make an impression at a different time. Especially during a pandemic, many people create creative ideas and even make it become a business that then inspires others to sell that. It is also an advantage for entrepreneurs who don't have an offline place to sell the product since people tend to buy a product online to prevent exposure to COVID-19.

Pasta is a staple food from Italy that is familiar in various countries, including Indonesia. However, the changing times have made people less interested in pasta products due to the lack of trends in these products. Many generations Z and above do not recognize one of the pasta products that should be common in various countries. In Indonesia, many people feel that pasta products are expensive and unhealthy when

consumed regularly, so some people feel reluctant to buy pasta products. Also, the usual physical form or packaging of pasta products makes some people bored and uninterested in buying.

Several possibilities can draw people's attention back to pasta products. The first is that pasta products can replace rice to fulfill the carbohydrates as an energy source. Still, people hope the pasta must be healthy and safe to consume. The second is to provide a variety of new variants with a delicious taste that allows consumers to repeat orders to try other variants. Apart from that, the first factor before buying is the physical appearance of the food and its packaging. If the three factors above have already been met, there is one more thing that becomes a supporting factor to captivate more consumers, which is an affordable price. However, some people say that they are willing to spend more on food that can meet consumer expectations.

B. Company Description

1. Logo



Picture 1.1 Company Logo

A logo is an image that symbolizes a brand or product that is essential and useful for making consumers understand the business. Valoumade logo has a certain meaning to describe the business, there are:

- a. The letter “V”, which is shaped like a spatula, represents a kitchen tool
- b. The background of the logo is a circle with a small circle in it which is shaped like a Teflon or a plate for eating
- c. The red inside the smaller circle signifies the red tomato sauce that Italy is famous for
- d. The word “Made” means homemade

- e. The word “Valou”, in which each letter is thicker than the word “Made,” is shaped like a type of pasta, both Angel's Hair, Fettuccine, Penne, Jumbo Shells, and even Lasagna.
- f. Valou tagline is “Valou your eyes, Valou your stomach” or can read as “Follow your eyes, Follow your Stomach”

2. Vision & Mission

Companies that have a vision and mission have clear goals to achieve. However, data taken from Forbes explains that having multiple visions and missions makes some companies unable to fulfill all of them and only becomes a boomerang for the company as quoted below:

“Take Wells Fargo for example, whose mission statement proudly boasts of valuing “what's right for our customers in everything we do.” But this promise apparently got lost in the thirty-page document that articulates the company's vision and values.”

Therefore, the writer decided to have less vision and mission but focus on real goals. The following is the company's vision and mission.

Vision

Become a company that can appeal people's interest in pasta or other Italian food products by providing a taste that can be accepted by the Indonesian tongue. Based on data taken from the survey, many people are still not familiar with Pesto even though Pesto itself is not a new product. Also, Indonesians still don't know the difference between Carbonara and Creamy Pasta. Therefore, the writer wants to introduce Italian products back to Indonesia that can be accepted by the Indonesian tongue.

Mission

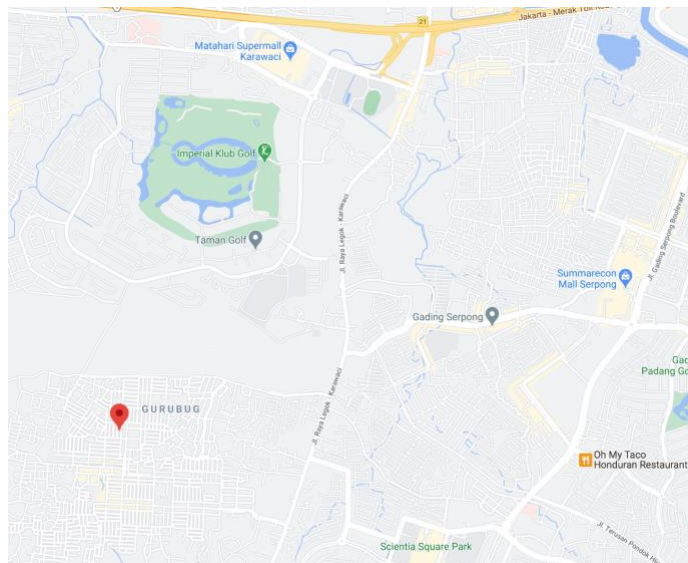
Appealing people's interest for the target market needs to include clear price, weight, expiration date, honest composition, taste and texture to easier consumers buying the products. Besides, create varieties of product is essential as well to give options for consumers, one example is make a special package as a gift such as for Birthday, Christmas, Valentine, or other events. To help the selling process, promoting the business vigorously is needed as one of the mission. Also, Valoumade needs to keep up with similar business developments to survive and follow the world business going through. In addition, Valoumade provides good

service to all consumers according to ethics by embracing and building good relationships with internal and external customers.

3. Business Legality:

Valoumade is a sole proprietorship business that the single owner has full control to build and develop the business. Different from the PT business, the sole proprietorship is not a legal entity, which can give the flexibility to set up this individual business.

4. Address:



Picture 1.2 Valoumade Production Location

This company sells products online. Meanwhile, the production process is made at the writer's second house in a strategic location between Gading Serpong and Karawaci with a distance of about three to four kilometers to get arrived in both locations. The house is located near Bethel School, three Christian Churches, one Catholic Church, some Internet Cafes, some Cafes, and other shop houses.

5. Timeline:

Activities	August		September				October				November				December				January
	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1
Idea and Concept	■	■	■																
Product Research			■	■					■	■									
Product Selection				■															
Product Testing					■														
Present Idea and Concept								■											
Counseling with Advisor								■						■	■	■	■	■	■
Revision								■						■	■	■	■	■	■
Make a Marketing Plan				■	■	■	■	■	■										
Make an Operational Plan								■	■	■	■	■	■						
Make a Financial Plan											■	■	■	■					
Proposal Presentation																	■		
Counseling with Examiners																			■
Submit the Proposal																			■

Picture 1.3 Gantt Chart

The writer determines this business idea and concept within about three weeks after the distribution of the supervisor. The research data carried out to support this concept, both primary and secondary data. Primary data is data taken from existing data, while secondary data taken through short interviews and surveys. Finally, the writer tries to make the product and gives the experiment to colleagues to get suggestions and opinions about the product.

On October 5, the writer had the opportunity to present business ideas and concepts to the UMN Hospitality lecturers. On the same date, the lecturers to continue the business process accepted these ideas and concepts. After that, the writer did counseling with Mrs. Septi Fahmi to revise and give the direction to make this proposal that is used for business planning.

C. Products and Services

The products offered are:

1. Spaghetti Brulee: spaghetti that is filled with pasta mixed with Bolognese sauce, and covered with béchamel sauce that is burned on top of the sauce to make some brown color called “Brulee”.



Picture 1.4 Spaghetti Brulee

2. Valoumade Special Pesto: a Pesto sauce containing Indonesian basil called “kemangi”, Parmesan cheese, garlic, and peanuts.



Picture 1.5 Valoumade Special Pesto

To make the product last longer than regular packaging, it will be vacuumed with a food vacuum bag to be frozen to maintain the age of the food as shown above. Consumers only need to heat up the food in a microwave, oven, or in a pan with or without the food vacuum bag by cutting or making a hole in the plastic to prevent the plastic swells causing the products to explode.

This special package can be used as a gift for special events such as Birthday, Graduation, Christmas, Valentine, or other events. It contains of vacuumed and frozen Spaghetti Brulee and Valoumade Special Pesto as the main products; Straws Stainless Steel in the pouch and Candies as the additional gift; and decorations such as ribbon, snow cotton, and others as complements in beautifying the package inside the dark color of hard box so that the recipient of the gift can see the product clearly because of the contrast color. The

decorations and additional gifts will depend on the type of event. For example, during Chinese New Year, the package will contain traditional Chinese cookies or sweets like candies, and mini oranges as an additional gift, and money in a red envelope called "Ang Pao" which money will be given according to the request and the amount of money given by the buyer. The standard price of this package for all events has been determined as in Chapter Four. Also, on Valentine's Day, the contents of this Special Package will contain chocolate bars and sweets, as well as love cards that will be paired with other unique decorations likewise with subsequent events.

It has the possibility to be sent over a distance of approximately 25 kilometers with a maximum delivery time of about one to two hours in a frozen temperature. After the products are arrived, it doesn't need to be eaten right away because consumers can save it into the freezer inside the vacuum bag.



Picture 1.6 Special Package

The core of this product is about Italian food that made more distinctive to Indonesia. The concept itself, Valoumade offers frozen foods that will use food vacuum to make it last longer by online delivery system and pre-order system since the consumers' need is one of Valoumade concerns. Also, special package is prepared with several items in a box to appeal and help consumers giving a gift.