

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

In this pandemic situation make many people spend more time at home and begin to limit their activities outside the home, this is also supported by the government's prohibition that restricts people from traveling out of town so they are forced to spend their vacation time at home. One of the tourist attractions that the Indonesian people are interested in is Bali, as one of the most attractive places for tourists and one of the most important provinces in Indonesia. But due to the pandemic, many people cannot go to Bali, therefore our company is here to treat customers' longing to eat Balinese culinary. One of the menus that the Writer will release is Ayam Suwir Bumbu Bali and Ayam Suwir Sambal Matah.

Our company choosing to sell food in the form of rice boxes as the Writer know, rice box-themed food has a special place in the hearts of culinary enthusiasts, plus the fast manufacturing method makes customers more enthusiastic about buying rice boxes. Rice box its self been viral a few years ago which initially started from a restaurant called EATLAH which here is also an inspiration for our company in selling and also marketing products. the selection of Indonesian cuisine because many of the menus come from regions in Indonesia which have begun to be left behind by the times, of course, many dishes from outside Indonesia are increasingly rampant and make dishes from Indonesia difficult to encounter.

Our company not only sell menu from Bali, the Writer have also provided other dishes from various regions in Indonesia, which as our company grows, the Writer will add it to the menu. The innovation that the Writer will provide is that each menu will have a difference in side dishes, chili sauce and etc. so as to maintain the taste and authenticity of the menu so that customers can taste the cuisine of every region in Indonesia that the Writer sell. Besides that, if this business grows, the Writer hopes that this business can open new jobs during difficult times of a pandemic like this.

1.2. Company Description

The company names its "YAMBOX". Yambox means its Ayam in the box and our specialty its sell Ayam Suwir, why? Because in Indonesia the percentage of people who consume chicken is very large and also the processing tends to be easier the processing is also fast and doesn't take long time. This product inspired by EATLAH. Eatlah it's one of the restaurants that sells food with the rice box concept, Eatlah is very popular rice box from Jakarta, Indonesia. You can find any

outlet of eatlah around Jakarta and Gading Serpong, Eatlah sell oriental food like chicken salted egg and Dory Salted egg. Yambox comes with serving a chicken menu with Nusantara flavors with a more modern rice box concept. Because at this time the owner is still working alone, for now yambox sells 2 types of menus, namely ayam suwir bumbu bali and ayam suwir sambal matah over time the owner will issue a lot of the menus listed above.

First of all this business will be started at the writer house located in Cluster Pacal Barat 1 no 9 and over time this business will be moved to a wider place or will also collaborate with the martabak business that is being run by the writer.



Figure 1.1 Locations



Figure 1.2 YAMBOX logo

Yambox Logo has its own meanings Black color means mystery, the mystery here points to the side dish that will be given because each menu will have a different side dish depending on the area of the menu and also the side dish will

be different every day. Red color means eating yambox is not enough once and have to try again because of the many menu choices. and under the logo of Yambox there are words “Specialis ayam Suwir” which means the chicken menu that the Writer sell will all be in the form of shredded which is of course easy to eat and more practical

1. Vision:

- Becoming a good start up business in Nusantara food, also make people taste Indonesian cuisine from every region in Indonesia, introduce Indonesian cuisine with a modern look.
- bring back Indonesian cuisine that has begun to be left behind by the times.

Mission:

- Increase buyer interest in Indonesian food which is starting to be displaced by Korean food and another foreign food.
- Introducing Indonesian cuisine with a more modern concept.
- I hope this business goes smoothly so that it can create new jobs.

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2. Team

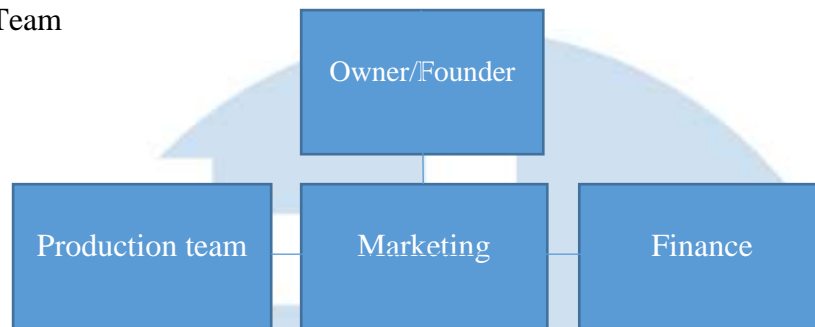


Chart 1.1 Company Organization Chart

Yambox company organizational structure consists of Founder, Production, Marketing Team, Administration and finance. Every position has its own responsibility to develop the company. The main responsibility of a founder is to set goals for the company's success and achieve the vision and mission of the company, maintain all the work procedures, make a strategy and innovation for the company. The production team responsible for making the product from preparing the product until packaging the product, record the items that must be purchased and those that have run out. The Marketing responsible for promoting and serving online purchase via Instagram. The finance team is responsible for financial problems, financial reports (income, outcome).

2.1. Product and Services

A. Product

The product that Yambox sell is menu from Indonesia especially made by Chicken the concept is Rice box why rice box? Because rice box is simple and looks more modern. The concept of the food is ayam suwir which will be combined with various kinds of side dishes. Yambox serve the food of chicken as in the picture below. Each menu has a different price the price betthe Writeren 25.000-30.000



Figure 1.3 Menu of Yambox

For the several times Yambox only sale 2 types of menu ready for sale. The two menus that will be sold are Ayam suwir bumbu bali and Ayam Suwir sambal Matah. And for the other menu Yambox will be open by pre order and every opening of the pre-order menu that will be sold will be different each day.



Figure 1.4 Ayam suwir Bumbu Bali



Figure 1.5 Ayam Suwir Sambal Matah



Figure 1.6 Packaging

B. Service

The company uses online marketing through Social media applications such as Instagram and also our company used Gojek and Grab food. Besides that, all the information about YAMBOX products will be posted through Instagram(information about promo, discount, and etc.). For the beginning this product is available pre-order only. The owner will be handling the marketing and the promotion. This product will be diffused around Tangerang and surrounding.

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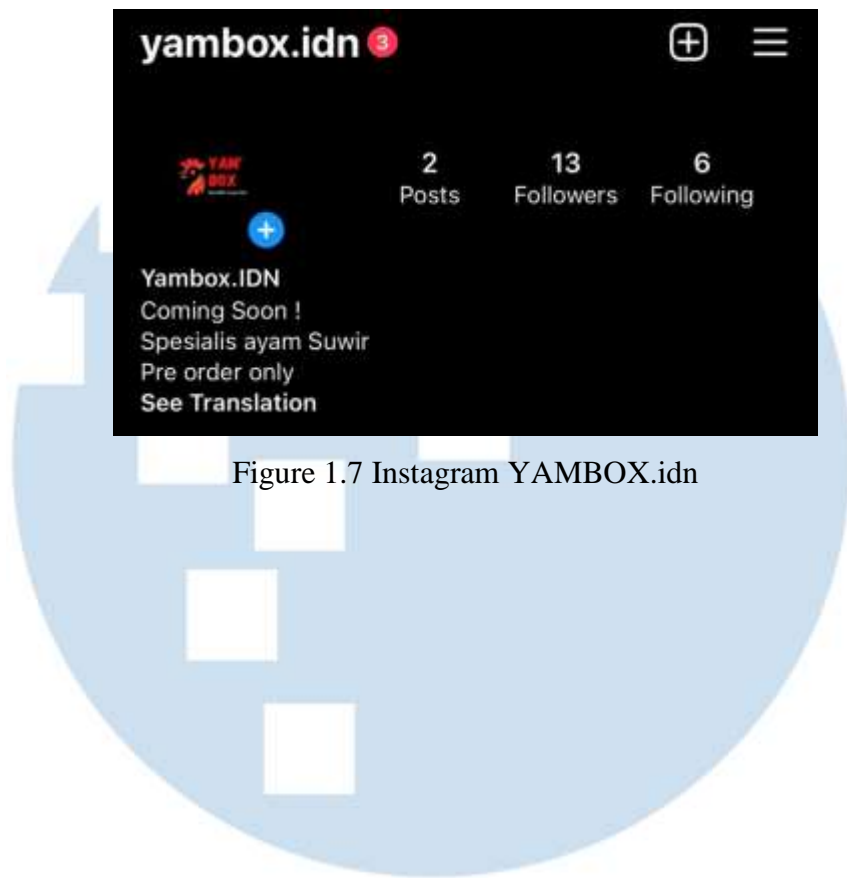


Figure 1.7 Instagram YAMBOX.idn

UMMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA