

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

The business world is currently developing at a more rapid pace, which might be a challenge or even a threat to the business people ability to remain competitive, promote enterprise growth, and succeed in competition with other business partners. Delivering high-quality goods at reasonable costs will help business distinguish from the competition and compete with them. Every individual must be able to meet their basic requirement for food. Food is a necessity for human survival that helps with growth and builds new body cells, maintaining their health and functionality. Food serves as a source of energy, a building block for body growth, and a regulator of bodily activity, according to the broad definition of eating.

Nowadays business people open food businesses with modern food with the innovations they create to attract people's attention, but there are also many other business people who open traditional food businesses. Traditional food can also be defined as general food that has been consumed for generations, consisting of dishes that suit people tastes, do not conflict with local people's religious beliefs, and are made from locally available food ingredients and spices (Sastroamidjojo, S. 1995).

Even now, many people are looking for traditional food because it is hard to find, especially those who live in urban areas where you can't see anyone selling traditional food. This can also support people who want to open a traditional food business typical of various regions. Opening this business can also use low and high capital, depending on the businessman.

According to Yoanita Alexandra (2017), based on how the establishments appeared and felt, combining with the ultimate objective of loyalty and providing exceptional customer service, the most important managerial

"thread" to focus on is experience, or what is widely known as experiential marketing. Future research can focus on similar characteristics and indicators while also considering social and cultural factors in order to spot potential differences between cultures. Giving people more knowledge about the range of human variety could have fascinating effects on how restaurants should be created designs of restaurants. Therefore, a traditional food business was made with a place and serving traditional food products to be more modern to attract the interest of a customer, namely the Tekgo business.

Tekgo is a food business that sells and want to introduce traditional food that has been for a long time. Tekgo is a food business that sells "Tekwan" originated in Palembang, which is known also as a fishcake. The shape of Tekwan is also different from the usual fishcake, the texture is chewy and tasty, and the shape resembles an irregular round. The main ingredients used to make this tekgo specifically mackerel.

1.2. Company Description



Picture 1.1 Company Logo

Tekgo stands for "Tekwan Goreng" which means a "Fish cake". Tekgo is a business that sells traditional food. The main ingredient used is mackerel fish. The manufacture of this Tekgo product is home-made so that the quality of the food and ingredients are selected and clean. Tekgo business targets people who have never tasted traditional food from Palembang "Tekwan" with the innovation of its fried tekwan.

1.2.1 Vision

“Tekgo introduce a traditional food with a modern way for people”

1.2.2 Mission

- The use of quality and fresh ingredients.
- Developing a traditional food business
- Selling tekwan with modern innovation
- Offer a price that is reasonable with the product's quality.

1.2.3 Business Legalities

Due to the owner's shortage of capital and the fact that Tekgo will be based at home and produce its products, Commanditaire Vennootschap (CV) will be used to launch and establish the company. Only one person will be the owner of Tekgo, but there will be several others working there as employees.

1.2.4 Address of Business

Pasar Modern Paramount, Gading Serpong

Jl. Boulevard Raya Gading Serpong, Curug Sangereng, Kec. Klp. Dua, Kabupaten Tangerang, Banten 15810. This location is a Tekgo business that will be opened because it is strategically located and easy for people to find. Tekgo provides direct meals on the spot and also the food can be brought home.

1.2.5 Organizational Structure

Tekgo will be operated with several people in order to develop the Tekgo business, there are several important roles which is the owner named Felicia, as well as three employee roles which is employee of production, employee of financial, and sales employee that take care of producing Tekgo products.

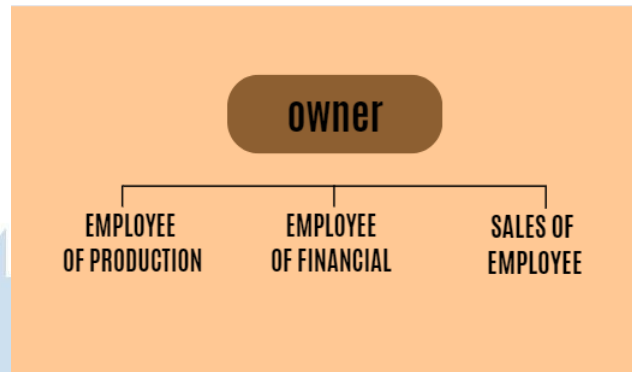


Figure 1.2.6 Organizational Chart

1.2.7 Job Description

A. Owner Job Description

- Control business strategy.
- Pay attention to the performance of employees.
- Employees should learn how to operate honestly and correctly.
- Define the mission and vision.
- In charge of finances for revenue and costs.
- Check supplies that are available.

B. Production Operational Job Description

- Properly and correctly produce items.
- Check the tools and equipment.
- View and assess the efficiency of the product's ingredients.

C. Financial Operation Job Description

- Calculating revenue and cost from the sale
- List and report the sales daily to owner

D. Selling Operation Job Description

- Serving people

- Pay attention to the facility's safety.
- In charge on cashier

1.3. Product and Services

Tekgo provides a good dish which produce two variants, namely fried tekwan with light soup and fried tekwan with cuco and noodle. Tekgo has also created a recipe with the right amount for everyone. The way to serve this tekgo product is by frying it until golden brown. Tekgo also has a dine-in place and has social media to introduce Tekgo locations and products.



Picture 1.2 Tekwan goreng with cuco and noodle



Picture 1.3 Tekwan goreng with light soup

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A