

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

Mung beans or in another language, namely *Vigna Radiata*, is a type of palawija which is widely known in tropical areas. This mung bean plant belongs to the legume family which has many benefits in everyday life because it contains high vegetable protein. Usually, the production of mung beans as a processed food ingredient that has high protein, the most valuable part from an economic point of view is the seeds. In general, mung bean seeds are boiled until they are soft and can be eaten as mush.

Mung beans have many benefits if consumed, apart from having a fairly high protein, mung beans also have a source of important minerals such as phosphorus and calcium. The content of phosphorus and calcium in mung beans is useful for strengthening human bones. In addition, mung beans contain low fat so they are suitable for people who don't want to consume excessive fat. Mung beans contain multi-protein which functions to replace dead cells and help the growth of women's and children's body cells. Mung beans have many benefits if consumed, the benefits are: Facilitating digestion, increasing body stamina, has benefits for people who have liver disease, has the potential to prevent cancer, strengthens immunity / immune system, maintains body weight, and lowers blood pressure.

According to the Badan Pusat Statistik (BPS)" mung beans in Indonesia have become a food crop commodity with the highest export value in 2020, amounting to around US\$ 52.57 million, this value has increased by 41.28% compared to 2019 which reached 36.05 thousand. tons. In terms of volume, mung beans in Indonesia were exported 49.14 thousand tons in 2020".



Figure 1.1 Company Logo

1.2. Company Description

The name of this product is Bubur Ponti 88. The number 88 in the Chinese tribe is believed to bring success because the number unit is 8 which will not be broken, so that means the fortune will not stop and will continue to flow. This product is sold in offline stores. With the number added to the product name, the writer hopes that this business can be the choice of consumers when they want to eat this Pontianak regional specialty and can achieve their sales targets without stopping and will continue to flow.

1.3 Product and Services

With the lack of Covid-19 cases in Indonesia, people are no longer taking care of their own health like. Therefore, products such as Lek tau suan or mung bean porridge are very necessary because they can maintain the body's immunity, especially in the rainy season like now.

This mung bean porridge is priced at IDR 28.000. Bubur Ponti 88 will provide services offline and in e-commerce such as gojek, grabfood, and etc.

Vision

Promoting a healthy lifestyle by creating an innovation from mung bean.

The purpose of Bubur Ponti 88 is to increase the awareness of the Indonesian people to consume mung beans under any circumstances

because by consuming mung bean porridge the body will stay fit and healthy.

Mission

- a. Open a booth/stand for mung bean porridge
- b. Able to collaborate with well-known brands
- c. Making new innovations by improving the food menu



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