

CHAPTER I

INTRODUCTION

1.1 Background of Study

Cheesecake is a type of cake that has long historical roots and comes from various cultures around the world. However, Japanese cheesecake or Japanese cheesecake has its own characteristics.

Japanese cheesecake was first introduced to Japan in 1948 by a bakery owner named Sanya Negishi. He makes cheesecakes using different ingredients from traditional cheesecakes, such as flour, sugar, eggs and neufchâtel cheese mixed with liquid milk and butter.

However, the popular Japanese cheesecake today is better known as soufflé cheesecake or cotton cheesecake. This cheesecake has a light and soft texture like soufflé, so it is called soufflé cheesecake. The ingredients used to make this cheesecake are also different from traditional cheesecakes, where the eggs are separated into whites and yolks, then mixed with cream cheese, sugar, flour and milk.

Currently, Japanese cheesecake has become one of the most popular cakes around the world and is sold in many bakeries and cafes in various countries. This cheesecake is famous for its soft texture, sweet taste, and distinctive cheese aroma.

As he accounts for 49% of the total bakery market. As a result, artisan bakeries are a viable investment in the country. Rising Indonesian artisan bakery BEAU recently received funding from SEAF to break new ground in the country's bakery industry.

1.2 Problem Statement

The biggest problem with my product is going to be the marketing since mine is relatively new. I believe in my product's taste so it can help with my testimony from customers to gain many more.

1.3 Foodpreneur Objective

The objective for my product is to satisfy my customers with a proper and worthy cheesecake that has great value of taste for money.

1.4 The Expected Outcome

My hope for this project is that I can learn and have new experiences regarding marketing and producing. It will also help the local bakery shop since I will buy most of my products from there.

1.5 The Benefits of Foodpreneur

By becoming a Foodpreneur, I believe I'm able to learn how to demonstrate all what I have learnt from Ottimmo and to create something new in the market and maybe become a bakery owner if my cheesecake succeeds. It will also teach me how to become an entrepreneur and how to overcome any problems that occur.