**CHAPTER I**

**INTRODUCTION**

* 1. BACKGROUND OF STUDY

As we already know, that the food business at this time is very profitable to be added again when Ottimmo International makes graduation requirements, they’re giving two choices, internship and entrepreneurship. Where the author feels he can learn more about the outside world, the world of work and can directly start their own business from the beginning. Mami Teh was founded on February 17th, 2020 which is located in Perak Barat, Surabaya. We sell ice tea that are usually in search of people and become one of the favorite drinks of the people in Surabaya. We not only sell ordinary , we sell a variety of flavors tea itself. First of all maybe no one has known our products, but over time many people who live around the area there.

* 1. PROBLEM STATEMENT

Many problems and challenges we face in the business world. Especially those of us who have just started a business. One of the biggest is that there are competitors out there who are ahead of us.

* 1. FOOD ENTREPRENEURS OBJECTIVE

We try to make the drink that we make to the maximum. From the selection of raw materials, the manufacturing process, until the cleanliness we will guard. Because for us, customer satisfaction is primarily to start a good business start.

* 1. THE EXPECTED OUTCOME

Although “MAMI TEH” is a new business that has only just begun in a few months, but here we hope that “MAMI TEH” can become one of the favorite drinks and liked by all people, so we have the expectation of opening new branches in several locations in Surabaya even, can open many store out of city.

* 1. THE BENEFITS OF FOODPRENEURS

Even though the foodpreneurs has been occupied by many people and there are products, this business seems to never stop developing because there will always be new products. If our products are sufficiently diverse, then the benefits we can achieve are also easily recognized by the public. If the product that we make is unique, it will definitely be easily known by many people. In addition to products that are diverse and known by many people, foodpreneur will also get benefit from the location where it is. If foodpreneur determines selling in a very strategic location, such as close to the area of people passing by and densely populated it is very guarantee. In addition, we can use technology to support the business that we pioneered. Being a food entrepreneur makes us practice our creativity and integrity.