# **BAB I**

# **INTRODUCTION**

## **1.1 Background**

The first time Kedai Yako was established was to be more productive. After running Kedai YAKO, I learned many things such as how to communicate, negotiate, and understand the nature of people.

Kedai Yako sells variety of grilled menus, such as grilled rice. Why grilled rice ?? because I’ve noticed that people here, usually consume grilled rice very often.

Nasi bakar is food that is usually enjoyed by many people with distinctive taste and affordable prices. Nasi bakar has the advantage of surviving in sales due to its distinctive taste. However, keep in mind that nasi bakar has quality and side dishes that is acceptable to many people.

The taste of Nasi bakar is not only influenced by the manufacture of the rice, but also from the side dishes that you choose. Side dishes that served along with grilled rice include intestine satay, liver, gravel, quail egg, wings, satay skin, etc.

The benefits of grilled rice are the natural antioxidants present in banana leaves that can help fight free radical compounds that enter the body. This content is a kind of catechin which is very useful for fighting cancer cells, Boost the immune system to be stronger, build healthy intestinal bacterial flora so that the digestive system can work more smoothly.

## **1.2 Problem Statement**

The problem we faced when running a yako shop business was that stock arrangements needed to be prepared but over time, but this could be overcome.

## **1.3 Food Preneurship Objective**

Our target in running a Kedai Yako business is to sell food that can meet our customer expectations and learn how to interact with different customers every day and maintain food quality.

## **1.4 The Expected Outcome**

Our current expectation for Kedai Yako is to meet customer expectations by providing quality foods and service that makes them feel comfortable when buying at our shop.

## **1.5 Benefits of Food Enterpreneur**

The advantage of running a food entrepreneur is that you can have the ability to be a leader and understand the behavior of most people, both through your own team and customers.