

CHAPTER I

INTRODUCTION

1.1 Background of The Study

The culinary business is a business that is growing rapidly and has considerable growth potential. Many entrepreneurs got profit from this business. With the right marketing strategy and optimal service can make the business run well. And also we have to pay attention for the hygiene and sanitation. Everyone who want to try business must have something unique, especially for online business. Online business can give us profit without have a place to sell our product.

We start our entrepreneurship on 16th April 2021 called “Heavenly Cake”. Heavenly Cake offers cake, bread, pastry, and etc. We use premium ingredients and serve it with fresh condition. In this era, many people already like to order cake, bread and many more to give it to their family and friends. Heavenly Cake offers our customer for custom cakes like birthday cakes, anniversary cake and etc. If they want to order custom cake they have to order 3 days before the day so we can give the best product for our customer. We open our shop as an online shop because we want to minimize our cost and also because of pandemic. We open order from customer, especially for residents in Makassar.

All of our product made by me (Gabrielle Jessica Witomo). We also focus on hygiene to make our product. We will always do quality control to our ingredients and product before serve it to customer. We also want to give best service to our customer so they can feel satisfied with our shop.

Heavenly cake also served many products to our customer. Our product such as, bread, cake, and pastry. We always make a new product every month to make customer interest with our shop. After we do our entrepreneurship for 6 months, Heavenly Cake also has goals. In the future, we want to make a baking studio for customers. In the future, we also want to open our offline shop. The Target market of Heavenly Cake is for People who live in Makassar, who are looking for cake, bread, pastry, and others. Also for people who want delicious and beautiful cake.

1.2 Problem Statement

Based on the title in this research, the problem statement in this study are:

1. How is the product manufacturing process in “Heavenly Cake” ?
2. How the business strategy of “Heavenly Cake” in the midst of a pandemic and competition that is out there?

1.3 Foodpreneur Objectives

Based on the title in this research, the objectives in this study are:

1. To explain, the product manufacturing process in “Heavenly Cake”
2. To explain, the business strategy of “Heavenly Cake” in the midst of a pandemic and competition that is out there.

1.4 The Expected Outcome

Even though we open “HeavenlyCake” in online method, we hope our taste and services can reach our goal. Our goal is to make “HeavenlyCake” as a number one cake and bakery shop in Makassar.

1.5 The Benefit of Foodpreneur

Based on the title in this research, the benefits are:

1. To student:

The result of this research, is to push the student to start their business and develop their abilities.

2. To readers:

The result of this research, is to provide the readers a new knowledge to open a foodpreneur.

3. To OTTIMMO:

The result of this research to OTTIMMO, is to improve student creativity and give an experience to make a new product for consumer.

