

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

People would love to have time cook but, unfortunately with busy schedules people often don't have time (Smith, 2017). The fact, in Indonesia sometimes our people too busy with their work and activity, that's why they have not much time to cook by themselves. Secret Bowl comes to solve their problem, with ready to go concept we can balance their busyness. Just simply order our food through Grabfood or Gofood also Instagram Direct Message, they can enjoy our foods anywhere and anytime (Secret bowl operation hour).

The most common meal is a rice bowl. It is a bowl of rice served with various toppings or ingredients mixed in (T-Rex). Secret Bowl is basically sell rice bowl with variant of sauce, for the protein we served chicken and salmon. The menu at Secret Bowl inspired by several countries, like Japan, Korea, and also Indonesia.

Seven month of secret bowl established, we already gain a lot of costumer with their enthusiastic. Their enthusiastic, makes Secret Bowl being motivated to pay attention more at the quality and service. With our Motto "Our secretbowl will satisfying your mouth", we not only satisfied their mouth but also their heart.

1.2 PROBLEM STATEMENT

1. How to make our product sell well in the market?
2. How to make people will buy our product more than once?
3. How we compete with others?

1.3 FOODPRENEUR OBJECTIVES

There are many things that we have to do to make our product known and sell well at the market, but we need to see which one is more important. Secret bowl important things to do is always keep the quality of our foods good, we have the standard that our employees apply when they make the food, like use hand gloves

and mask, so the food not contaminated with another thing, also always check the quality of the ingredients before they used. The things that secret bowl can do to make costumer buy our food more than once is, we have to make costumer satisfied first with our food and service. When they already try our food and it's taste good, they will buy our food more than once. Once they buy our food with a good taste and a good service, they will comeback to buy it again. So to make them always buy our food are the quality of the food and a good service that we give to them. That thing also automatic make our product sell well at the market. Every business always has their competitor. The key how we can compete with another brand are, first we always serve the same quality and the same taste at our food. Second, we help costumer more easily order our food, that's why we provide them social media platform like Instagram, Grabfood and also Gofood. To gain more costumer every month secret bowl make promotion through Grabfood and Gofood in hope we can attract costumer.

1.4 THE EXPECTED OUTCOME

Business is a form of activity whose main purpose is to gain profit for those who seek or have an interest in the occurrence of these activities (Dicksee, 2014). Every business that people built, they hope that they will get excellent for the result, same as our business (Secret Bowl) we also hope that we will get the best result. To make that thing happen, we need help from costumer. Why costumer? Because from their satisfying, they will recommend our product to their family and friends, so we will gain more profit from that. Secret Bowl also hope that when we open this business, we can create jobs for people, so we can reduce unemployment in Indonesia especially in Makassar. Not only for gain profit, we also expected that we can bring happiness to people when they enjoy our foods with their family or friends. That thing also make secret bowl hope they will come back to enjoy our food more than once. We also hope that we always can compete with another new or old competitor, so our business still can run and survive.

1.5 THE BENEFITS OF FOODPRENEUR

1.5.1 BENEFITS FOR BUSINESS OWNER

1. Know how to solve an urgent problem such as make a decision.
2. Increase creativity and critical thinking from built and run their own business.
3. Give chance to know how to control own business.
4. Know how to manage finances.
5. Get learn how to be a leader.

1.5.2 BENEFITS FOR READER

1. Make them more motivated to built their own business or produce some product.
2. Increase reader knowledge about career and personal interest about culinary.

1.5.3 BENEFITS FOR OTTIMMO INTERNATIONAL

1. Create student with good at career.
2. Have student who have high education in culinary and also built a business.