

CHAPTER I

INTRODUCTION

1.1 Background

The L'amore itself was founded in early July 2020, at the very beginning when the coronavirus entered Indonesia and began to experience a pandemic period. At that time, Ottimmo followed the government's policy of stopping physical contact learning and preferring to do online learning. At that time, the writer was bored just being at home and started experimenting with making cakes for home.

Author was trying to make a dessert box that the writer saw was a trend in Korean dessert shops, so here writer was curious about how it tasted and made it at home. When experimenting with creating products, there were only problems faced. They got satisfactory results and dared to sold to customers turned out that many people liked it and ordered and motivated me to sell it.

Starting from offering it to friends, then more and more people are interested and buy it. That's why the author saw an opportunity for a dessert box to into a business. At that time, author began to develop my flavour variant, which was only 2 to 6 variants. Besides that, The athor also started trying to sell various other desserts, from cookies and rolls.

Until now, The lamore already has suppliers who sell The lamore products and the products sold can be purchased online or through e-commerce. Although there have been obstacles faced during the pandemic, The L'amore can still adjust and run.

Here, one of the reasons that convinced me to start this business is that what differentiates me from other competitors is that the prices the author offer are lower, have a variety of flavors, and have a wide variety of products. Therefore, the author is sure to open this business and run smoothly.

1.2 Problem Statement

The problems faced in the The lamore process in the first sale were during the pandemic and the cases of covid, which continued to increase and had no end, at the beginning of the pandemic when Thelamore started selling smoothly and without control. Since people are still not aware of how dangerous corona virus can be.

When covid-19 is on the rise and at its peak, many people are afraid to go out of their house and order food online. With the continued increase in positive cases in Jakarta, especially to create a lockdown and PPKM (Enforcement of Restrictions on Community Activities). It made many restaurants or places to eat that were limited in their activities and began to experience a decline in sales.

The second problem is that it is difficult to find materials because it is difficult for several suppliers to import these materials. It may also be because many people or competitors are looking for and needing the material. The competition in finding the material causes an increase in prices or soaring prices sold in the market.

The third problem faced was the damage to the jar, which was the container for the dessert box. The jar that the author ordered from them was delayed due to a production error of the product. The number of defective jars resulted in a setback in the production process for selling dessert boxes. Then to continue to fulfil and run the business, you have to look for other suppliers, but other suppliers sell at a higher price, and outside the city of Jakarta, so shipping costs are high.

The fourth problem is the loss of social media, namely Instagram. In July or August 2021, there were problems and problems with Instagram, even though author had verified via email and others, but Instagram deleted the account. So you have to start again from scratch by creating a new Instagram and looking for new followers so that people will know again.

1.3 Foodpreneur Objectives

The goal of establishing The L'amore is to become a company that can be recognized by people and have an offline store that can serve customer needs in cakes

or desserts. As long as The L'amore is running and wants to open an offline store but can't because of the amount of capital needed, place and employees and still during this pandemic. So the solution that The L'amore can do now is to sell online. Due to Covid-19, they have not dared to open a shop directly. Even though selling online, many problems are faced, such as consumers' fear of buying food outside or online during this pandemic.

To deal with the problem of difficulty finding materials, the supplier is first looking for a seller who sells the material at a price that is still entered with capital. Indeed, the profits will be reduced, but at least the sales process can still run. But certainly, if the price of the material sought is far too high and cannot be obtained due to different cities and islands, you inevitably have to stop selling products that use these materials.

Almost the same as finding materials, when there is a problem regarding the jar, Author have to find a solution and look for a new agent who can supply the jar that we use. Even though author have to find and get a higher price and pay higher postage due to different cities, author will still do it. Because after all every order and orders that have come in need to be done and deliver on time.

How do author respond to the loss of The L'amore's Instagram social media account? At first checked for any problem notifications author got from Instagram, then Instagram started the verification process. What Instagram does is verify data and account ownership, but author don't include a phone number as secure verification media. Finally, the The L'amore account was deleted by Instagram, and the thing author could do was recreate the The L'amore Instagram account.

1.4 The Expect Outcome

The expectation that we hope for The L'amore's development and progress in the future is that it can always be there and can satisfy all customer desires. Always present and adjust consumer expectations of the quality of food, services provided, and assistance in communicating and delivering products on time.

We hope that in the future, The L'amore will be more successful and better known by the public. Can have an offline store that can make it easier for consumers to buy and enjoy our products. And maybe one-day The L'amore can open several branches in all cities in Indonesia.

1.5 The Benefits of Foodpreneur

The advantage that author can obtain while undergoing a foodpreneur is how the author become more productive and act as a business owner who runs production and marketing simultaneously. Even though I'm still opening a business in the online field, Author also learned a lot about managing production times and making deliveries. Author learned how to grow my business, and learned how to edit videos and take attractive product photos so that it can invite and attract customers to buy. Author also learned how to be a leader because The L'amore didn't have any employees to work with.

Another advantage that the author get while undergoing foodpreneur is dealing with every problem and finding the best solution to solve the problem, from issues regarding the need for materials and jars for products to complaints from customers. From all the existing problems, Author learned how to fix and prevent these mistakes from happening again.