

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF COMPANY

Rolliche is a food business that specializes in crispy pork belly and other Chinese food like “*baikut kuah sayur asin*” and “*khu nyuk*” . I started Rolliche around 2 years ago . The reason I started this food business is that I want to secure my future , that is by earning money through this . The first thing that is setted up is an E-commerce shop site in Tokopedia by the name”Rolliche” . for the first year there are no buyers due to no advertisement and no word of mouth , at that time I also focused on culinary school and there is not enough time for work commitment . As covid started and schools started the online class system , I focused on developing Rolliche by selling one menu that I cooked a lot , crispy pork belly . Tokopedia have an advertisement system that lets you pay a certain amount of money to be put on the front page and that feature helps new merchant by a lot . Family and friends also helps me by spreading the words . All this publication from Tokopedia and word of mouth started to Make an impact on Rolliche sales . We also started a grabfood restaurant recently called “kedai siobak krispi babajis” .

1.2 FOODPRENEURSHIP OBJECTIVES

As a restaurant owner that wants to be successful we need several objectives that needs to be done , such as profit calculation . We decided to get small margin of at least 40% at the beginning to make the price more attracting for new customers. Following restaurant hygiene regulation , active promotion , and future business planning .

1.3 THE EXPECTED OUTCOME

We hope to become a successful restaurant that can make people enjoy our food and make them want to return , to feel happy about our food . Our definition of success is fluent customer visits , customer’s happiness , and to expand our restaurant so we can reach more.