

# INTRODUCTION

## 1.1 Background of the Study

Celekitzz is a small business in the food and beverage sector. Celekitzz comes from the acronym Cele Kitchen. Cele itself means the name of the owner, Michelle and the kitchen means and confirms that this business sells food and beverage products. Celekitzz has been around since 2019. The location of celekitzz itself is in Malang City. Although only in Malang City, we have some menu can be sent outside the city. In the meantime we usually deliver food products using the Paxe app.

The menus served in celekitzz are almost all international food menus. The reason why celekitzz sell international food is because in Malang City, it is still very rare for international food to have an authentic taste and the prices offered are also very competitive. For now celekitzz has catering and also accepts orders other than catering. And sometimes we also open pre-orders for some food.

For catering in a day we have 2 menus. We have 2 kinds of prices for catering. There is a personal size is IDR 30,000.00-, and ala carte size is IDR 50,000.00-. The ala carte size is only full of main dishes and can be used for ±2-3 people. And for personal size, you can choose a set with rice / main dishes only.

Celekitzz provide premium quality ingredients and uses many original imported ingredients from countries that match our menu at that time, for example during Korean food week, we use chili powder and other ingredients originals from Korea. Although our materials are considered premium, we also ensure the hygiene protocol of every product we sell.

In addition, the prices we offer are quite competitive with competitors

## **1.2 The Benefits of Foodpreneurship**

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

1. To student: The result of this research, is to encourage student to develop and be brave intaking all risks in business
2. To readers: The result of this research, is to provide the readers a new knowledge about howthe foodpreneur journey/process
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.

## **1.3 Foodpreneurship Objectives**

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

1. To explain, the product manufacturing process in “Cele Kitchen”
2. To explain, the business strategy of “Cele Kitchen” in the middle of a pandemic andcompetition that is out there..

## **1.4 The Expected Outcome**

Even though we open “Cele Kitchen” in online method, we hope our taste and services can reach our goal. Our goal is to make “Cele Kitchen” as a number one international food cateringin Malang.