

CHAPTER I

INTRODUCTION

1.1 Background of the study

F & B is a business or companies involved in processing raw food materials, packaging, and distributing them in the market place, that include in fresh food, prepared foods, to alcoholic, and nonalcoholic beverages.

In some of the developing nations like Indonesia, the government has only begun to pay attention to entrepreneurship after 1998, and that is when the national economy was affected by the monetary crisis. MSMEs, (MSMEs stands for Micro, Small, and Medium Enterprises.)

MSMEs are driving the country's economic revival after several crises. especially MSMEs, greatly benefited from the economic recovery, hence it can be said that MSMEs did contribute and enter the national development. The existence of many MSME owners helps to maintain stable conditions, and even in the worst of times. Based on data from the Ministry of Cooperatives and MSMEs in 2018, around 99 percent of industries in Indonesia are supported by MSMEs.

Culinary MSMEs are the prima donna whose contribution is above 60 percent or around 40 million MSME actors. In 2020 Indonesia experienced economic difficulties due to the impact of the Covid-19 pandemic. MSMEs as the backbone of the national economy are seriously affected not only in terms of production and income, but also in the reduction of the workforce. This happens because of the pandemic situation that affects every economic industry globally, Culinary MSME also experienced a decrease in

income by 92.47%, and had an impact on an increase in the number of poor people in September 2020 by 27.55 million people, and the impact of the pandemic on MSMEs is believed to be even greater, and Indonesia especially face a new challenges due to the high level of vulnerability and lack of resilience that resulting in limited human resources and suppliers.

Food innovation and entrepreneurship are important aspects in Culinary MSMEs as the topic graduated as food studies, that further enhances the importance of food in human society. As one of the many type of food in the F&B Industries, dessert in particular is one of the food that many loved to enjoy, many people consider dessert as a pleasure food, people who eat dessert usually don't eat it because it is a necessity to eat, some people that enjoy eating dessert have sweet tooth, and some people buy dessert for the trend that is happening through social media, and some really just enjoy eating dessert as their guilty pleasure, that is why Chloe Oven Patisserie exist.

Chloe Oven Patisserie is a food business that focuses on Dessert food. When we hear the word dessert we constantly refer to it as sweets or sweet food, dessert is more a part of a course meal, and dessert comes last in the full course meal that usually you can find in the restaurant menus or most cafes nowadays, Chloe Oven Patisserie established in september 21, 2018 in purwokerto city. The name Chloe Oven Patisserie itself means "young green shoot", and the name Chloe relates to sprout and growth, as "Oven" represent "Baking", and the word 'Patisserie' in Chloe Oven Patisserie means "a shop where they sell cake/ pastries". For now, Chloe Oven Patisserie has developed from selling eclairs and choux to bread, sponge cake, marble cakes, and different types of cookies while we are testing the market place and exploring hoping to meet the market needs. Chloe Oven Patisserie are focusing more on old school types

of breads, cakes, and cookies and elevate the flavors into a more modern taste, through many considerations, feedback from customers and field surveys, the customers prefer old fashion breads, cake and other baked goods mostly. That is why Chloe Oven Patisserie keeps updating and changing our menus hoping that we someday can be more consistent and focusing on selling and offering the best options possible.

Chloe Oven Patisserie is now selling Windsor bread also known as “Roti sisir” in many variant of flavors, Roti Sisir is a unique type of bread that looks like a comb, and it can be considered as “Roti Sobek’ or pull apart bread, and in the old days it is paired with some Butter or vanilla buttercream and a sprinkle of sugar, and it is one of the most nostalgia and favored by many people especially from the middle - old ages people, it is made out of eggs, yeast, flour, water as the main ingredients. Choux craquelin and Original choux are simply a cream puff like a type of pastry that have a custard filling inside and it is consisting of eggs, water and butter and other ingredients, as for Choux au Craquelin is an upgrade version of cream puff, the different is in the appearance while cream puff doesn’t have the crispy outer skin while Choux au Craquelin have a more crunchy and crispy skin on top made out of butter and sugar, cream puff, Choux au Craquelin and Eclair have the same base ingredients but they have different appearance and the flavors of filling can be customized, that is why cream puff loved by so many people although this type of pastry best made fresh and serve cold because this type of product can spoiled easily in Room temperature. we also have 2 refreshment “Rujak Aceh and Sago Mango” with the base using seasonal fruits, “Rujak Aceh” is a local food that contains fresh fruits such as mango, water apple, sugar palm fruit also known in Indonesia as “Kolang - kaling”, papaya, pineapple, jicama also known as “bengkuang”, ambarella also known as “kedondong” in

indonesia, and cucumber then paired with a sweet and sour sauce made out of mango, chilies, shrimp paste and other ingredients, it is best served cold after being chilled for 1 day, to let the sauce really soak in with the mixture of fresh fruits.

As for “Sago mango” it is a type of dessert that also use fresh fruit such as mango, it is consisting of mango pure, mango flavor jelly, Tapioca pearls, then topped with fresh chopped mango and served with coconut cream, evaporated milk and milk cooked until it boils and set it to room temperature and then combined, it is best served cold like a dessert drink.

For the type of cookies first we have American bite sized cookies in classic, triple choco, and rockie road almond, it is a american style cookies that are made from eggs, flour, sugar, butter and other ingredients the different in this type of cookies, according to the name, this cookies is smaller in size and crunchy than the soft and chewy american cookies like what we usually found in the marketplace, the best thing in a cookie is how much choco chip or chopped choco chunks consist in each piece of cookie, as for the rockie road almond cookies the ingredients is almost the same but we added some almond topping to give more texture and flavors to give customer more options to choose.

Second we have pineapple tart with cheese and the Original is a small pie that filled or topped with pineapple jam, it is made by combining eggs, flour, butter or margarine, vanilla essence or vanilla paste, sugar and other ingredients, and it is available in varioust forms, it is called “Nastar” and we mostly see this type of cookies or tart on special events such as Lebaran or Chinese new year and more, the pineapple jam are made fresh by Pre - ordering our “Nastar”, after filling the dough with pineapple jam filling then it is baked and the gloss with some yolks and then bake again to perfection, what special in our pineapple tart is that we added cheese in the dough to

add more flavors for our premium cheese pineapple tart, as for the original is also available for our customer who falls in love with the originality of our Pineapple tart.

Then we have langue de chat cream cheese or cats tongue it is a simple and yet delicate biscuit that shaped like a finger that resemble a lady finger, are made from egg whites, flour, sugar, and butter and bake in a low temperature oven until fully baked, and we add cream cheese and it pairs well with our vanilla dough base, as for butter cookies classic or also known as sable or biscuit, are made from butter, eggs, flour and sugar as the main ingredients, and it is baked in a low temperature oven until fully baked. What's special is that these butter cookies are light and airy, and because it is a type of cookie or biscuit, you can enjoy it longer and it tastes similar to the well known canned biscuit in store, but the different is that our butter cookies use no preservatives and we baked it fresh by Pre - Order.

Continuing to the next menu, we have palmier cookies, it is our new item that we made by using frozen pastry then we added some sugar, butter then shaped it into a heart and let it baked in the oven in high temperature until fully baked and the sugar have melted creating a outer layer crisps to give it a more crunchy texture, the different is we use special butter to upgrade the taste and smell.

We also have Sponge cake sliced or in Indonesia we call it "bolu potong jadul" and Roll cake, the base for this two menus are similar, it is consist of eggs, flour, butter, sugar and other ingredients, this is another old fashion but still appears in any market place, but for Bolu potong jadul, the buttercream added on top and usually people add some chocolate sprinkle or grated cheese, oreo biscuits, choco balls, strawberry, or more, and the sponge cake base can be customized in flavors they prefer.

For roll cake, the adds of buttercream usually appears inside, as it is a roll cake, first we spread the buttercream on the bottom base then we roll it using baking paper or plastic sheets, then seal it and keep it in a chiller or 15 minutes or until it hardens a little bit to hold it shapes, and what's fun roll cake can also be customized by the sponge cake flavors, buttercream filling, and decorations.

Another menu we have are Marmer cake, a type of pound or bundt cake that uses a lot of butter and eggs, and we have two types that is Crunchy Nutella and Marmer Cake Original, the different in this two types is one of it have Crunchy nutella filling inside and the other one doesn't, although we use the same base, people prefer marmer cake with the filling Crunchy Nutella, and the positive side of this marmer cake is it can be a great gift idea, because now marmer cake pan is so diverse in shapes and sizes, giving people more option, and people can also customized simple yet elegant decoration on top and make it look more appetizing but simply adding melt chocolate, fresh small flowers and edible gold leaf, or adding fresh fruits such as strawberry and more, but still using the old fashion cake and elevate it.

The objective for Chloe Oven Patisserie in maintaining, sustaining and growing the business the are:

1. Maintaining traction with the customer and customer retention

Consistency is a crucial part in a successful business, a way to engage with the customer is being more active in social media. It helps because nowadays social media plays a much bigger part as a marketing tool in boosting both popularity and customer traction by gaining new followers that hopefully will become new customers, as well as maintaining customer retention through engaging posts and contents that peaks the customer's interest.

2. Aiming for steady growth internally

At the moment, the business is aiming to further expand through working place enlargement, entering the middle class section, and recruiting one or maybe two workers to be a part of the small online business, working alongside us in order to help us increase our professionalism in service.

3. Maintaining and increasing the quality products of Chloe's Oven

Chloe Oven's goals are to be able to produce and deliver good products, maintain flavors, have a big kitchen to up production capacity, collaborate with one or two other Start - up business owners and create a special event, but as the business grows we also keep making and adjusting to changes in hope to be better in many ways possible.

1.2 The Benefits of Foodpreneurship

1) Market Place

Food industry is one of the fastest growing industries in the world, since food is one of the primary needs of human beings, some even consider eating good food as a hobby, therefore the food industries is one of the easiest industries that an entrepreneur could enter, the market for food industries vast and diverse, many people have different taste therefore there are many opportunities for food entrepreneur to innovate in the market, and hopefully Chloe Oven patisserie can dominate the market.

Right now, Chloe Oven patisserie Market place is a social media platform, focusing more in Instagram and whatsapp because people in purwokerto still prefers and feel more comfortable ordering our product through this two apps, and it allows us to reach people from the young age until the older ages.

2) Opportunity to actually listen to customers

In a business, the customer is their own king, that the business must prioritize. As a foodpreneur it is no different, since a start-up business can only grow by listening to its customer feedbacks, as a start-up business the company is in the midst of growing and able to firmly attached itself to the market, in the process feedbacks is important to understand the current trend that is happening in general, many feedbacks will result in the company gathering many information that the company can choose and implement that is according to the company needs. Another thing that is great in listening customer feedbacks is that customer will feel appreciated, appreciation will result in satisfaction in the customer side, usually a satisfied customer will come to the business again to order the products, and when the customer see the changes that is according to the taste palate of said customer then it will feel even more appreciate resulting in a loop and gaining loyal customer.

3) As a way to Channel Passion and Earning Income

Passion is something that drives people, starting up a business through passion is one of the key attitude that a person must have, passion helped in boost the entrepreneur's responsibility, a sense of ownership, creative thinking, and increase in experience due to the willingness of the said person to sacrifice material in a physical sense and mental sense. and through passion, it can push the person more to create and innovate by collecting research or surveys in the food industry. think of ways on How can the person add something new referring to the new experience or taste that can attract more attention, brainstorming, and experimenting on new things.

1.3 Foodpreneurship Objectives

1) Wider Recognition

By showcasing our products through using the social media platform such as Instagram, we are able to let the customers choose based on the menu catalog that the platform offers. Many start-up businesses started the journey through Instagram since Instagram is widely popular and widely used by many people. As a Start-up business, we face challenges since the access and options are limited compared to the offline businesses. In order to gain more recognition there's a search for the specific people that can help. Online start-up businesses boost their popularity and gain more recognition by the public.

2) Innovation of Product

Modernizing food products will increase the appeal of the product, many of the products from Chloe Oven Patisserie are actually retro-style products, baked goods products that usually fill the shelves of old bakeries. Nowadays many people enjoy a vast amount of different baked goods, the old-fashioned bread needs to step the game up. By modernizing into something that the masses could enjoy then the bread will not disappear from the market.

3) Adding more product variety to the market

By adding more product variety, we can increase our sales, as for the product itself we can turn old recipes or use different approaches and turn it to something new. With the new method we can increase and or retain our product variety, the variation of the product must also consider the amount of product that is in the menu, because too many products will overwhelm the customer and it will reduce sales.

4) Marketing Strategy

A strong marketing strategy helps a business grow its reach and sell its products. Every new business uses a marketing strategy in order

to grow. The design and implementation of a marketing strategy, therefore, becomes an early goal common for entrepreneurs.

And for Chloe Oven Patisserie, we try to reach more people by doing promotion and giving special discount prices for new products, building more connection with our customers one of it are asking how is our product, if they enjoy they can support Chloe Oven Patisserie by mentioning us through their story because social media plays a big part in online business nowadays.

Making special hampers for special event, for people that needs hamper package to celebrate their special event, for example for hampers Lebaran, Christmas, even politic events. Send our product to a food blogger or food reviewer to gain more recognition and help boost our business.

5) Using good quality ingredients

Using good quality Ingredients doesn't always have to be imported products, or expensive products, even if having an expensive ingredient means we can be reassured that we can produce much more preferable taste for most people who already build up by the taste, but from reality perspective it will cost in a much higher price in the marketplace, and in indonesia, especially in Purwokerto the price tag is still highly influential through the marketplace, And it can be one of the reason to start supporting local business or local product, as the price can be from low to high depends on what we aim through taste, and selling price.

6) Focus on personal growth

Besides focusing on the growth of the business, some entrepreneurs also make it a goal to focus on personal growth. by undertaking the food and beverage business, they may want to learn a new skill or obtain a new professional certification. Sometimes these skills can directly benefit the business in many ways. such as learning new software, attending workshop or specific classes, by focusing on

personal growth it can help the start - up business owner to obtaining more recognition by supporting and gaining support from other bakers, and other times are just for personal enjoyment, like learning a new language, making new friends, being challenge to new ways to solve problems, it can also upgrade the motoric skills as it is needed in order to have a better work time, it can build and boost self confident and have a healthy community in exchange.

1.4 The Expected Outcome

We are hoping in the future Chloe Oven Patisserie has a strong brand recognition in the people of Purwokerto, and can provide jobs for those in need in this current economic recovery. We are also hoping in the future to have better and more strategic planning for Chloe Oven Patisserie, in order to hopefully bring good service and satisfy our customers with the product we sell. by giving good service and selling good products can increase the sales and gain more customers repeating orders, help this business run smoothly and to achieve our goals.

1.5 Food Safety Plan

Chloe Oven Patisserie is an online business, and we work from home, but it is still important to prepare our baked goods clean, therefore in the kitchen the baker tied their hairs up, always wash their hands often, put extra attention in keeping their nails shorts, wear an apron and always bring or use clean napkins. And also for the utensils, stocks, and kitchen tools, each we sort it by different names, so each time we need to use it, we can start by searching for the right name from the front cover of the container and the use of container also help us to keep our utensils, tools, and other kitchen stuff clean. For the oven we oftenly cleans the inside with a damp towel and clean the outside part.