

CHAPTER II

BUSINESS PLAN

2.1 Business Models (SWOT analysis / business canvas)

1. Strengths

- a. We use good quality ingredients for our products
- b. The price can still compete with other baker, because we want people to be able to buy and enjoy our product at an affordable price.
- c. We are trying everyday to build trust and good relations with our customers
- d. Our customers said that our product is delicious
- e. There are many customers that have repeatedly ordered the product back

2. Weakness

- a. Because I work alone and have limited access in the facility, I still limit the quantity of orders I could take in every Pre-Order.
- b. Because I have little knowledge in food and beverages business operations and basic knowledge, therefore I'm lacking in business systems.
- c. It required a huge investment in the beginning therefore right now Chloe oven profit margin is still very low in the beginning.
- d. Chloe oven Patisserie online business exists because of my hobby for baking in my free time, therefore gaining customers is hard, since I can't bake every day.
- e. There are too many menus in the Chloe oven, therefore we have to buy a lot of different ingredients and that can cost a lot for some.
- f. Chloe oven products still need a lot of innovations because most Chloe ovens are available in many bakeries. Chloe oven still needs something unique and tastes good.

3. Opportunities

- a. Because Chloe oven is an online business, and Most of the world-leading brands in the food and beverage industry are converting their business online, we have the opportunities to let our customers choose, place an order and accept our freshly baked goods delivered to their home.
- b. Even though Chloe oven is in a small city, and right now Chloe oven is still a small business, the populations now are increasing and so is their lifestyle, and more populations means more opportunities.
- c. Because we bake our product by pre order or by order, therefore we can at least save up our stock and minimize the loss.

4. Threats

- a. Because Technology and online shopping have made the entrance into this industry quite easier. Resultantly, the food and beverage industry has become very competitive.
- b. There are many different brands that made the same products, especially when the product went viral over the social media, other brands recreate the product from the “OG”, OG stands for “The Original” in product, and call it theirs.
- c. Some of the ingredients are not available in any baker supply / store, therefore Chloe oven must order it through an online store.
- d. Customers tend to get bored so easily nowadays, therefore the Chloe oven needs to be unique in terms of food taste, now customers want not only food but a unique and different taste.

2.2 Business Overview

Chloe Oven Patisserie is an online business based in Puri Langen Estate, Kertasari, Pabuaran, Kec. Purwokerto Utara, Kabupaten Banyumas, Jawa Tengah, the focus of the business is in selling baked product such as

bread, sponge cake, and assorted cookies, the difference between this business with other businesses in the baking industries is that ours use Premium ingredients.

Chloe Oven Patisserie existed 4 years ago around the end of 2018, I started this account as a hobby mostly, with very limited skills and basic knowledge about baking, everything that I baked I share it to all my friends, in return I receive so many positive feedbacks from the product that I shared, and that gave me strength to try and enter the food and beverage business through Chloe Oven Patisserie online account.

Around 4 years ago I saw that there's not much variety of baked goods in my hometown, that is why Chloe Oven Patisserie was born. Besides opening it as a hobby and to fill my free time, I also want to make something profitable while also honing my skills. People, especially the elderly in Purwokerto, favor old fashion and nostalgic style cakes, loafs, and bundt cake due to the memory inducing flavors. According to the market research conducted, cookies and cakes that the consumers enjoy in their childhood are more widely enjoyed in Purwokerto, therefore after learning how to bake little by little, facing failures and trials on end, I ended up selling products that cater to their taste and focus on providing a home-made taste that the customers will love.

The process of ordering from Chloe Oven Patisserie products, customers can directly message Chloe Oven Patisserie through social media platforms such as Instagram, and customers can also put orders through Whatsapp messenger, as for customer who wishes for custom order, we are open for consultation, giving our suggestion to meet with the customer desires, for Chloe Oven Patisserie still operate through online business, and as per location we use home kitchen, therefore our client can put their order through online as the customer fill in the online detail form of ordering by adding their names, complete address, phone number and also their orders, after the have filled in the form, we will calculate the final price and the customer usually pay

using online method such as Mobile banking, but some choose to pay by cash, after we have process the orders, our driver will deliver the product based on the location that we got from our customers.

In the future Chloe's Oven Patisserie will only grow further and further, the owner will branch out to many other different kinds of patisserie and dessert, for now Chloe's Oven focuses on different kinds of cookies, crackers, and sponge cake. Expansion is necessary for a business, and for Chloe's Oven path the owner is interested in expanding its business to the dairy industries such as ice cream, gelato, sorbet.

2.3 Product Overview

Table 1. work capital cost

No.	Nama Bahan	Qty		Price	Total
1	Low protein Flour	9035	gr	Rp 11	Rp 99,385
2	Medium Protein Flour	9040	gr	Rp 11	Rp 99,440
3	High Protein Flour	15612	gr	Rp 12	Rp 187,344
4	Cornstarch	1802	gr	Rp 23	Rp 41,446
5	Milk powder	4262	gr	Rp 60	Rp 255,720
6	coffee powder	200	gr	Rp 330	Rp 66,000
7	dark cocoa powder	1021	gr	Rp 198	Rp 202,158
8	icing sugar	9611	gr	Rp 13	Rp 124,943
9	sugar	6773	gr	Rp 16	Rp 108,368
10	brown sugar	1479	gr	Rp 40	Rp 59,160
11	palm sugar	500	gr	Rp 25	Rp 12,500
12	salt	1000	gr	Rp 14	Rp 14,000
13	baking powder	150	gr	Rp 118	Rp 17,700
14	baking soda	110	gr	Rp 75	Rp 8,250
15	butter premium	2140	gr	Rp 350	Rp 749,000
16	unsalted butter	1851	gr	Rp 299	Rp 553,449
17	butter	17081	gr	Rp 50	Rp 854,050
18	margarine	5223	gr	Rp 48	Rp 250,704
19	instant yeast	500	gr	Rp 96	Rp 48,000
20	emulsifier	1000	gr	Rp 10	Rp 10,000
21	vanilla	690	gr	Rp 130	Rp 89,700
22	Eggs	0	gr	Rp 35	Rp -
23	pineapple	5051	gr	Rp 64	Rp 323,264
24	clove	113	gr	Rp 125	Rp 14,125
25	cinnamon	240	gr	Rp 80	Rp 19,200
26	Edam cheese	599	gr	Rp 260	Rp 155,740
27	Cheddar	2870	gr	Rp 49	Rp 140,630
28	cream cheese	350	gr	Rp 130	Rp 45,500
29	condensed milk	3058	gr	Rp 31	Rp 94,798
30	evaporated milk	250	gr	Rp 47	Rp 11,750
31	milk	1719	gr	Rp 16	Rp 27,504
32	whipped cream	580	gr	Rp 50	Rp 29,000
33	vegetable oil	1886	gr	Rp 58	Rp 109,388
34	chocolate sprinkles	1208	gr	Rp 60	Rp 72,480
35	chocolate chunks	3920	gr	Rp 143	Rp 560,560

36	chocolate crunchy spread	2840	gr	Rp	70	Rp	198,800
37	nutella jam	720	gr	Rp	135	Rp	97,200
38	peanut butter	279	gr	Rp	60	Rp	16,740
39	strawberry jam	3060	gr	Rp	60	Rp	183,600
40	fresh strawberry	2000	gr	Rp	40	Rp	80,000
41	food flavoring mocha	146	gr	Rp	10	Rp	1,387
42	food flavoring chocolate	178	gr	Rp	10	Rp	1,691
43	Food Coloring Peach	17	gr	Rp	21	Rp	357
44	Food Coloring Yellow	17	gr	Rp	21	Rp	357
45	almond slices	276	gr	Rp	180	Rp	49,680
46	sago pearl	100	gr	Rp	35	Rp	3,500
47	instant jelly	7	packs	Rp	3,916	Rp	27,412
48	banana	3400	gr	Rp	24	Rp	81,600
49	fermented cassava	512	gr	Rp	10	Rp	5,120
50	smoked beef	1077	gr	Rp	135	Rp	145,395
51	mango	1165	gr	Rp	40	Rp	46,600
52	shrimp paste	37.6	gr	Rp	95	Rp	3,572
53	chili	0	gr	Rp	70	Rp	-
54	tamarind	30	gr	Rp	240	Rp	7,200
55	sugar apple	260	gr	Rp	10	Rp	2,600
56	ambarella	140	gr	Rp	16	Rp	2,240
57	fresh pineapple	280	gr	Rp	10	Rp	2,800
58	papaya	120	gr	Rp	15	Rp	1,800
59	cucumber	200	gr	Rp	7	Rp	1,400
60	jicama	190	gr	Rp	10	Rp	1,900
61	sugar palm fruit	333	gr	Rp	25	Rp	8,325
62	milo powder	257	gr	Rp	40	Rp	10,280
63	gold leaf	40	gr	Rp	45	Rp	1,800
64	puff pastry	750	gr	Rp	63	Rp	47,250
						Rp	6,485,862

2.5 Inventory

table 2. Investment cost

INVENTORY					
No.	Items	size	Qty	Price	Total
1	Oven small	small	1	1,000,000	1,000,000
2	Oven Big	large	1	30,000,000	30,000,000
3	Microwave	small	1	1,200,000	1,200,000
4	Hand mixer	medium	1	389,000	389,000
5	big mixer	large	1	10,000,000	10,000,000
6	Baking knife	large	1	10,000	10,000
7	kitchen knife	large	1	867,000	867,000
8	Mixing Bowl	25 cm	2	100,000	200,000
9		35 cm	1	120,000	120,000
10	Windsor bread pan	18 x 12 cm	5	18,000	90,000
		22 x 12 cm	31	28,000	868,000
		27 x 12 cm	2	30,000	60,000
11	bundt pan marmar cake	22 cm	2	380,000	760,000
		24 cm	1	215,000	215,000
12	Langues de chat pan (peanut shape)	30 x 30 cm	4	16,000	64,000
13	Langues de chat pan		2	20,000	40,000
14	Nastar pan	30 x 30 cm	3	29,000	87,000
15		30 x 40 cm	4	27,000	108,000
16	Roll cake pan	22 x 27 cm	1	26,000	26,000
17		25 x 30 cm	3	20,000	60,000
18	round press pan	18 cm	3	9,000	27,000
19		20 cm	3	13,000	39,000
20	Nastar mold walnut shaped	4.5 x 17	6	8,000	48,000
21	Cooling Rack round	22 cm	1	10,000	10,000
22	Spatula silicon		2	45,000	90,000
23	Whisk		1	15,000	15,000
24	scrapper	30 cm	1	38,000	38,000
25	rolling pin	30cm	1	30,000	30,000
26	Turn Table	25 cm	2	150,000	300,000
27	Wooden brush		5	2,000	10,000
28	Silicon brush		1	5,000	5,000
29	Spluit Butter cookies		2	10,500	21,000
30	scissor		2	15,000	30,000
31	cheese grater		2	6,000	12,000
32	spoons		6	11,000	66,000
33	tongs cooking utensils		2	12,000	24,000
	strainer		3	30,000	90,000
	container	medium	8	17,000	136,000
		large	3	60,000	180,000
					47,335,000

2.4 Design & Label

Picture 1. Price List menu 1



Picture 2. Price List Menu 2



Picture 3. Price List Menu 3

MENU BOLU CHLOE OVEN
 menu yang dapat di pesan max h-3 , made by order



MARMER CAKE CRUNCHY NUTELLA 🍌
 size : 22 cm 185k
 Bolu marmar jadul dengan menggunakan full butter berkualitas, dipadukan dengan isian crunchy nutella



MARMER CAKE SPECIAL
 size : 22 cm 155k
 Bolu marmar jadul dengan menggunakan full butter dan dengan texture yang lembut cocok dinikmati dengan susu dingin, teh atau kopi



ROLL CAKE 🍌 100k
 Roll cake dengan aneka rasa :
 • chocolate roll cake dengan isian meises
 • mocha roll cake dengan isian selai kacang & meises
 size : 25 x 10 cm
 dan bisa request rhum/ tidak ya (it's free)

chloe oven menu's

Picture 4. Price List Menu 4

MENU COOKIES / KUE KERING
 Menu yang dapat di order max H-4, semua home made & khusus american cookies tersedia selalu fresh from the oven



NASTAR PREMIUM WIJSMAN KEJU 🍌
 available :
 • jar tabung 400ml 60k
 • jar tabung 650ml 85k
 • toples bulat 500gr 110k
 Kue kering yang selalu jadi favorit semua orang, perpaduan isi selai nanas home made dengan roti dan keju edam, asin, manis, gurih butter wijsman menjadi satu, & lumer saat di makan



NASTAR ORI PREMIUM
 available :
 • jar tabung 400ml 55k
 • jar tabung 650ml 75k
 • toples bulat 500gr 95k
 kue kering dengan perpaduan selai nanas yang dibuat home made dari resep special chloe oven, berpadukan dengan kulit nastar yang gurih, empuk, lumer saat di makan



LIDAH KUCING CHEESECAKE 🍌
 available :
 • jar tabung 650ml 75k
 • jar tabung 800ml 80k
 kue kering dengan rasa yang unik dan sangat membuat ketagihan, perpaduan cream cheese dengan rasa butter yang gurih, tidak cukup hanya satu gigitan saja.



BUTTER COOKIES CLASSIC & COCONUT FLAKES
 available :
 • jar tabung 650ml 80k
 • jar tabung 800ml 85k
 kue kering yang satu ini mirip dengan biskuit kaleng yang sudah terkenal sejak dahulu, berbeda dari butter cookies pada umumnya, dengan aroma vanilla, asin dan manis yang pas, saat di makan lumer di mulut

chloe oven menu's

Picture 5. Price List Menu 5

MENU COOKIES / KUE KERING
 Menu yang dapat di order max H-4, semua home made & khusus american cookies tersedia selalu fresh from the oven

AMERICAN COOKIES CLASSIC 🍪

available :

- jar tabung 300ml 45k
- jar tabung 400ml 55k
- jar tabung 650ml 90
- jar tabung 800ml 95k

Kue kering / american cookies ini selalu ada di hati setiap orang, sizenya yang kecil, gurih, asin, manis ,dengan menggunakan beberapa jenis coklat yang berbeda untuk mendapatkan rasa yang seimbang. Tidak kalah dengan basi dan rasa gurih yang di dapat dari butter berkualitas, cocok sekali dinikmati dengan susu dingin,teh,atau kopi, dan anak - anakpun suka.



AMERICAN COOKIES TRIPLE CHOCO 🍪

available :

- jar tabung 300ml 50k
- jar tabung 400ml 60k
- jar tabung 650ml 95k
- Jar tabung 800ml 100k

Kue kering / american cookies ini selalu ada di hati setiap orang, untuk triple choco sendiri juga menggunakan beberapa jenis coklat yang berbeda, dipadukan dengan rasa yang lebih complex dan lebih rich lagi karena menggunakan cocoa dan butter yang berkualitas, cocok di nikmati dengan susu dingin, teh atau kopi, cookies yang satu ini selalu jadi cookies favorite chloe

BOLEN SPECIAL 🍪

available :

- box isi 6 40k
- box isi 8 65k
- box isi 10 80k

masing - masing 2 rasa (untuk box isi 8 dan 10)
 untuk box isi 6 max 3 rasa ya bisa req, atau mau 1 rasa per box juga bisa ya, just ask us

flavors :

- smoked beef & cheese
- tape keju creamy
- banana choco crunchy nutella
- banana cheese

chloe oven menu's

Picture 6. Price List Menu 6

MENU SPECIAL THIS MONTH
 Menu special adalah menu best seller yang dapat di order Max h-3 pengiriman siang sesudah jam makan siang

BOLEN SPECIAL 🍪

available :

- box isi 6 40k
- box isi 8 65k
- box isi 10 80k

masing - masing 2 rasa (untuk box isi 8 dan 10)
 untuk box isi 6 max 3 rasa ya bisa req, atau mau 1 rasa per box juga bisa ya, just ask us

flavors :

- smoked beef & cheese
- tape keju creamy
- banana choco crunchy nutella
- banana cheese

AMERICAN COOKIES CLASSIC & TRIPLE CHOCO 🍪

CLASSIC version available :

- jar tabung 300ml 45k
- jar tabung 400ml 55k
- jar tabung 650ml 90k
- jar tabung 800ml 95k

TRIPLE CHOCO version available :

- jar tabung 300ml 50k
- jar tabung 400ml 60k
- jar tabung 650ml 95k
- jar tabung 800ml 100k



MARMER CAKE CRUNCHY NUTELLA 🍪

size :

- 22 cm 185k

box coklat mika ukuran 22 cm

- bisa request box goldz cake topperz lilin & decor simple untuk birthday cake juga just ask us



DM us or Whatsapp through 081332166901
 we are available from AM 10.00 - 17.00 PM

chloe oven menu's

Picture 7. Logo Design 7



Picture 8. packaging 8



picture 9. packaging hamper 9



Picture 10. cake box 1



Picture 11. hamper Lebaran 1



Picture 12. Packaging 1



Picture 13. packaging 2



Picture 14. packaging 3



2.5 Recipe And Step By Step

Marmer Cake Original

Ingredients A

230 gr Butter

50 gr Margarine

70 gr powder sugar

60 gr condensed milk

5 gr vanilla essence

Ingredients B

10 egg yolks

Ingredients C

188 gr low protein Flour

25 gr milk powder

Ingredients D

4 egg whites

50 gr sugar

Ingredients E

400 gr mixture dough

20 gr Cocoa powder

Steps :

1. Scale all of the ingredients



Picture 15. Prepare Ingredients 1

2. Mixer Ingredients A until fluffy and pale.



Picture 16. Mixing ingredients batch A 2

3. Add ingredients B and Mixer in high speed until incorporate.



Picture 17. Adding eggs 3

4. Add Ingredients C and mix it with a spatula until combine.



Picture 18. Add ingredients C 4

5. Mixer Ingredients D until fluffy and stiff peak, then combine it with the butter mixture until smooth using a spatula to mix.



Picture 19. Mixing ingredients D 5

6. Take part of the combined ingredients and then add cocoa powder and mix well until there are no lumps left.



Picture 20. Add cocoa powder 6

7. Use any mould you have and put in the mixture to the mould first layer is vanilla and then stack it with some chocolate mixture from the separate bowl, and repeat until finish.



Picture 21. Stack the Dough 7

8. bake it in the oven, for 150C – 160C for over an hour depending on your oven.



Picture 22. Bake it in the oven 8

9. let it cool, then pack it into a box, or you can serve it to all your guess.



Picture 23. Finish product 9