

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

Food is one of the most important needs for human beings lives. Every single person in this world absolutely needs food either to fill or recharge their energy, stamina, or health. In Europe as well as in Asia, eating is defined as a functioned and a cultural activity that not only produces, but also reproduces social differentiation and reflects historical and cultural specificities. As we know, source of food mostly came from either animals or plants, beside that, food also contains a lot of things inside, namely fats, protein, vitamins and minerals. Nowadays, the majority of the food is more required than ever because the increasing population of the world. In much of the third-world countries, food takes huge roles as it is consumed not only for survival, but also for higher-order goals, such as maintaining health, making self feel comfort, and pleasure desire. Food availability in many countries has also increased as society's income levels is increasing followed by the huge falling from food prices. It resulted in considerable changes in food consumption over the past decades. In this era with way more modern society than before, food consumption can't be considered only as a human activity which done to stay alive, but it is also linked to people's lifestyle and, as a result, people's relationship is increasing as time goes by. The hugest jump in food consumption nowadays is we need to understand the new concept which is food quality involves more than food safety, it also considers taste as it parts.

Speaking of food, it is related with the process of making it which is cooking. People would love to have time cooking their own foods, but unfortunately with busy schedules people often don't have time. The fact, in Indonesia sometimes our people too busy with their work and activity, that's

why they have not much time to cook by themselves. Chic Pop! comes to solve their problem, with ready to go concept we can balance their busyness. Just simply order our food through Grab food also Instagram Direct Message. The most common meal is a rice bowl. It is a bowl of rice served with various toppings or ingredients mixed in. Chic Pop! is basically sell rice bowl with some meat and combine with many variant of sauces, for the protein we served chicken, shrimps, and dory. The menu at Chic Pop! inspired by several countries, like Japan, Korea, and also Indonesia.

Six month of Chic Pop! established, we already gain a lot of customer with their enthusiastic. Their enthusiastic, makes Chic Pop! being motivated to pay attention more at the quality and service. With our Motto “Our Chic Pop! will make your mouth dance”, we not only make their mouth dance but also their heart. There is a huge confidence and probability that Chic Pop! will gain more customers days over days and will take a vital part in F&B business because as we know Indonesian like to taste something new which they’ve never known and eaten before.

## **1.2 PROBLEM STATEMENT**

1. How to make our product sell well in the market?
2. How to make people will buy our product more than once?
3. How we compete with others?

## **1.3 FOODPRENEUR OBJECTIVES**

There are many things that we have to do to make our product known and sell well at the market, but we need to see which one is more important. Chic Pop! important things to do is always keep the quality of our foods good, we have the standard that our employees apply when they make the food, like use hand gloves and mask, so the food not contaminated with another thing, also always check the quality of the ingredients before they used. The things that Chic Pop! can do to make customer buy our food more than once is, we have to make customer satisfied first with our food and service. When they already try our food and it’s taste good, they will buy our food more than once. Once they buy our food with a good taste and a good service, they will come back to buy it again. So to make them always buy our food are the quality of the food and a good

service that we give to them. That thing also automatic make our product sell well at the market. Every business always has their competitor. The key how we can compete with another brand are, first we always serve the same quality and the same taste at our food. Second, we help customer more easily order our food, that's why we provide them social media platform like Instagram, Grab food and also Go food. To gain more customer every month Chic Pop! make promotion through Grab food and Go food in hope we can attract customer.

#### **1.4 THE EXPECTED OUTCOME**

Business is a form of activity whose main purpose is to gain profit for those who seek or have an interest in the occurrence of these activities. Every business that people built, they hope that they will get excellent for the result, same as our business (Chic Pop!) we also hope that we will get the best result. To make that thing happen, we need help from customer. Why customer? Because from their satisfying, they will recommend our product to their family and friends, so we will gain more profit from that. Chic Pop! also hope that when we open this business, we can create jobs for people, so we can reduce unemployment in Indonesia especially in Jakarta. Not only for gain profit, we also expected that we can bring happiness to people when they enjoy our foods with their family or friends. That thing also makes Chic Pop! hope they will come back to enjoy our food more than once. We also hope that we always can compete with another new or old competitor, so our business still can run and survive.

#### **1.5 THE BENEFITS OF FOODPRENEUR**

##### **1.5.1 BENEFITS FOR BUSINESS OWNER**

1. Know how to solve an urgent problem such as make a decision.
2. Increase creativity and critical thinking from built and run their own business.
3. Give chance to know how to control own business.
4. Know how to manage finances. 5. Get learn how to be a leader.

### **1.5.2 BENEFITS FOR READER**

1. Make them more motivated to build their own business or produce some product.
2. Increase reader knowledge about career and personal interest about culinary

### **1.5.3 BENEFITS FOR OTTIMMO INTERNATIONAL**

1. Create student with good at career.
2. Have student who have high education in culinary and also built a business.