

# CHAPTER I INTRDODUCTION

## 1.1 Background

In detail, production planning can be defined as a process for producing products or goods at a certain period that is predicted or scheduled through organizing resources, both labor, raw materials, and other equipment. In running a business, there needs to be an interesting innovation, namely the chocolate banana.

Production is the core of a business and the kitchen of that business. If the production activity stops, then all activities in the business will stop. Likewise, if there are various obstacles in production activities, the activities in the business will be disrupted. Without the production part, a business will not run because no goods are produced and sold.

In the past, people only bought food based on its delicious and cheap taste, this was especially true for the lower middle class. These two things are the main priorities in buying food. They do not really think about the nutritional content and nutrients contained in the food they buy.

However, lately the tendency of our society to buy food is to pay attention to the taste, nutrition contained in the food, then think about the price. A banana contains fiber, potassium, vitamin B6, vitamin C, and various antioxidants and phytonutrients that the body needs. Potassium contained in bananas can help regulate fluid and electrolyte balance so that blood pressure remains stable. The dietary fiber contained in bananas is able to bind fat, thereby preventing plaque formation. Plaque can narrow and even block blood vessels, causing blood pressure to increase. Therefore, we want to make snacks that are rich in benefits for our bodies, namely making bananas our main object.

Chocolate Bananas is as delicious as others bananas chocolate, but it have a bit difference with others because the spring rolls are homemade. This food can be consumed by all people, especially children, and the taste is no less delicious than

other chocolate bananas. The reason for choosing chocolate bananas to be marketed is because it is known that bananas are one of the fruits that are quite popular. Not only delicious, bananas also have a number of benefits that are good for health.

Banana chocolate spring rolls are sold at a very cheap price and easily affordable by all people. Both children, teenagers and adults. In this product, we provide various flavor variants that make consumers interested in supporting the variants consisting of cheese, strawberry and chocolate. Based on the description above, the author makes a final project with the title "**Planning And Producing Of Chocolate Banana Business In Bengkalis City**"

## **1.2 Project Identification**

Based on the background described above, the identification of this final project is how to plan and produce a chocolate banana business in the city of Bengkalis?

## **1.3 Project Objectives**

The objectives of this project are divided into two namely general purpose of the project and project specific purpose are as follows :

### **1.3.1 General purpose of the project**

The purpose of this final project is to find out how to planning and producing "Banana Chocolate" from the aspects production.

### **1.3.2 Project Specific Purpose**

Specific project objectives to be achieved in this final project writing the ending are as follows:

1. To find out the raw materials used in making banana chocolate.
2. To find out how the process of making banana chocolate.
3. To find out the total production costs incurred to make banana chocolate.

## **1.4 Project Benefits**

Every thing is done must have benefits, as for the benefits of the Final Project Planning and Planning and Producing of Chocolate Banana Business are as follows :

1. For the Author

This writing can be used as additional experience, knowledge and as a guide for completion of the Final Project which is one of the requirements for completing an Applied Bachelor in the Department of Commercial Administration. It is hoped that this Final Project can be used as a means to increase the development of the author's creativity and innovation.

2. For Entrepreneurs

This writing can be used as material for consideration in making decisions about production that are carried out especially in the same field.

3. For the Community

This writing is expected to be an additional information and insight for the public regarding the importance of consuming Chocolate Banana because it has a delicious taste and can be consumed by all people and provides information to the public about how to process chocolate banana products into products that are liked by everyone and have good quality

4. For Other Parties

The result of this writing are expected to be helpful and used as reference material for further project implementation with the same project

### **1.5 Place and Time of Project Implementation**

The place of implementation of the final project of business planning and production of "banana chocolate spring rolls" at home to be precise on the street of the village of Java, Tameran village.

### **1.6 Systematics of Project Writing**

So that the writing of this project report can be systematic and neatly arranged, a systematic report writing is needed. The following is a systematic writing of this final project.

## **CHAPTER 1: INTRODUCTION**

In this chapter the author describes the background of the project, project identification, project objectives, project benefits, place and time of project implementation, and systematic writing.

## **CHAPTER 2: LITERATURE REVIEW**

In this chapter, the author describes the theory needed to strengthen the reasons for making the project and the design of the project to be discussed, namely previous research, entrepreneurship, and production.

## **CHAPTER 3: PROJECT COMPLETION METHODS AND PROCESSES**

In this chapter the author describes the project preparation plan, project implementation plan, project accomplishment plan, project reporting plan (project activity implementation report and project activity implementation financial report).

## **CHAPTER 4: RESULTS AND DISCUSSION**

In this chapter the author describes the analysis of the final project results, namely the final project implementation report.

## **CHAPTER 5: CLOSING**

This chapter contains a number of conclusions and suggestions as a description of the final project report .