

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Project

Production is an activity that is carried out to add value to an object or create new objects so that it is more useful in meeting needs. The activity of increasing the usefulness of an object by changing its nature and shape is called the production of goods. While activities increase the usefulness of an object without changing its shape and are called service production. Production aims to meet human needs to achieve prosperity. Prosperity can be achieved if there are sufficient goods and services available.

Production is a process of converting raw materials into finished goods or adding value to a product (goods or services) in order to meet people's needs and from this process a product that has a selling value is produced. The resulting product depends on what business the entrepreneur is in. The food business is an example of production that produces products. To start a business, an entrepreneur doesn't just think about what to sell. But it also takes a good business plan so that the business to be made can survive and compete with competitors' products. Therefore it is necessary to have a business plan to find out what a consumer really needs.

In the final project that the author will run is called Brazilian Cassava Leaves Nachos. Brazilian Cassava Leaf Nachos is a business of chips made from cassava leaves. Cassava leaves are leaves that come from the cassava or cassava plant. Cassava leaves are pointed and reddish stemmed. Many cassava plants grow in tropical areas such as Indonesia, so the leaves are used for food. Cassava leaves are vegetables that have a high nutritional content.

However, it must be noted that processing cassava leaves is tricky. Cassava leaves must be processed carefully so that the taste is easier for the tongue to accept. Cassava leaves are generally used in coconut milk processing. Malay people often use cassava leaves as a complement to cooking. Cassava leaves are not only rich in

benefits, but cassava leaves are also easily found in almost every house in the villages in Bengkalis. Business planning is needed before starting the final project of Brazilian Cassava Leaf Nachos so that this project can survive and compete with competitor products and to meet consumer needs for new products. Apart from business planning, the production aspect is also very much needed in this project. The production aspect is very necessary so that the products produced can maintain or guarantee the quality of the product when it reaches consumers.

Based on the above problems, the authors are interested in planning the production of Brazilian Cassava Leaf Nachos products by providing snack innovations with tastier and contemporary tastes, economical prices, and most importantly the products we produce are guaranteed hygienic without using preservatives. From that, the author is interested in holding a final project entitled **"Planning and Production Brazilian Cassava Leaf Nachos (Review Aspect of Production)"**.

## **1.2 Identification of the Project**

Based on the background described above, the project identifications that arise are :

1. How is the process of producing Brazilian Cassava Leaf Nachos?
2. How many Brazilian Cassava Leaf Nachos products are produced for one time production?
3. How to determine the cost of production in the Brazilian Cassava Leaf Nachos project?

## **1.3 Purpose of the Project**

The objectives of this project are divided into 2 (two), namely the general project objectives and the specific project objectives. The project objectives are as follows:

### 1.3.1 General Project Objectives

The general project objectives to be achieved in the writing of this Final Project is to find out how to business planning and manufacture Brazilian Cassava Leaf Nachos Products.

### 1.3.2 Specific Project Objectives

Specific project objectives to be achieved in project writing the Final Project are as follows:

1. To know the production process of Brazilian Cassava Leaf Nachos
2. To find out how many Brazilian Cassava Leaf Nachos products are for one production
3. To determine the cost of production of the Brazilian Cassava Leaf Nachos products

## 1.4 Significance of the Project

Everything that is done must have benefits, as for the benefits of the Brazilian Cassava Leaf Nachos Final Projects are as follows:

1. For Writers

This writing can be used as additional experience, knowledge and as a guide for the 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 author creativity and innovation.

2. For Entrepreneurs

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

3. For the Community

This writing is expected to be an additional information and insight for the community regarding the importance of consuming vegetables and how to process vegetables into more contemporary food.

4. For Other Parties

The results of this writing are expected to help increase the value of income for vegetable farmers, especially cassava leaves and can be used as reference material for the implementation of further projects with the same project.

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

### **1.5.1 Project Implementation Place**

The place for the final project implementation for the production process is on Jalan Bantan Senggoro, Gang SMP 3, Senggoro Village, Bengkalis District, Bengkalis Regency.

### **A.5.2 Project Implementation Time**

Production execution time starts from September - December 2020 with 25 times production.

## **1.6 Writing System**

Systematics of writing project reports on Business Planning and Making Brazilian Cassava Leaf Nachos products are as follows:

### **CHAPTER I: INTRODUCTION**

In this chapter the writer discusses the things behind the implementation of the project, the identification of the project, the objectives and benefits of the project, the place and time of the project implementation and the systematics of writing a project report in the Final Project.

## **CHAPTER II: LITERATURE REVIEW**

In this chapter, the authors describe the theories that are relevant to the subject matter in the Final Project, namely explaining the identification of business planning and identification of production.

## **CHAPTER III: METHODOLOGY AND PROCESS OF COMPLETION**

In this chapter, the author will describe the project preparation plan with a project implementation flow chart, then proceed with a project implementation plan consisting of a project implementation schedule and process, a project completion plan and a project reporting plan which includes a project activity implementation report and a project activity implementation financial report. . Then proceed with the schedule and estimated costs incurred during the project period, to the estimated cost of the project report.

## **CHAPTER IV: RESULTS AND DISCUSSION**

In this chapter the author will describe the project activity profile and project activity implementation reports which include project preparation, project implementation, project completion, project reporting, and project activity implementation financial reports.

## **CHAPTER V: CONCLUSION AND SUGGESTION**

This chapter contains a summary of the writing results in the previous chapters written in a conclusion as well as suggestions as recommendations for improvement in the place of writing.