

CHAPTER I

INTRODUCTION

1.1 Background of Project

At this time the challenges and obstacles faced in the business world are getting bigger and continue to grow in all fields. One of the rapidly developing business activities is buying and selling activities, especially in the culinary field. The food business (culinary) is one of the businesses that is currently growing rapidly. Many entrepreneurs look to the culinary business because food is a basic human need that is needed at all times as a source of energy and various nutrients to support human life. This food business is also called a business that does not die. For daily needs, there are many activities and activities that are carried out by everyone, with increasingly crowded activities, making a good and detailed business plan to make it easier for entrepreneurs in the future. A business plan is a written business plan to state the steps and stages of the business and beliefs to trade the products or services owned to generate certain profits and attract investors.

Many activities are carried out by everyone per day with activities that are increasingly crowded, making many people need additional food intake that is beneficial for body health and fills the empty stomach. There are a variety of foods available in the market, but generally most of these foods are relatively expensive. Bread production as one of the growing Small and Medium Enterprises in the community identifies that the bakery business can still continue to grow and is one of the potential markets to achieve optimal profits. Therefore it was decided to make a new innovation regarding bread which can not only be served by spreading jam, butter or something else but by frying it with a wider variety of fillings, and the processed bread is guaranteed to be hygienic. This business makes Crispy Bread one of the foods that taste good, delicious, delicious and nutritious and is sold at quite affordable prices. The scope of the business that was

pioneered is still in small businesses that are traded online, campus canteens, and on the roadside.

One of the products that will be planned is Crispy Bread which is made from white bread. The idea emerged to make products by processing bread into contemporary hits that can be consumed and liked by all ages. However, this business still pays attention to the nutritional value of bread, so that the bread is processed to be more attractive with chocolate and sausage content.

The products offered are food at quite affordable prices. The product called Crispy Bread, is a processed bread that is very good for consumption by all walks of life. This fried bread is different from the others because it does not use preservatives and uses quality ingredients. This Crispy Bread is made from 100% white bread with other ingredients such as sausage, chocolate, oreos, bread flour, and a little butter.

Crispy Bread in terms of market and geographical segments is still very rare so it has a greater opportunity to be able to develop new innovations of various kinds of flavors and contents that make consumers from all walks of life like it and make Crispy Bread their favorite. In terms of the products obtained in making Crispy Bread, there are a lot of them and they are easy to find, such as in supermarkets and markets. Producing Crispy Bread is not too difficult, so the production process is not too time-consuming and thought-provoking. After that, the capital needed to run this business is not too much.

Based on the explanation above, it is necessary to have a production management capable of running a business so that the Crispy Bread production process can be carried out properly and in accordance with the provisions, so that the products sold do not only look good from the outside but also have good product quality and varied types and packaging. interesting for that in this project are interested in making Crispy Bread. Due to the above background, this project takes the title **“Business Planning and Making Crispy Bread (Production Aspects)”**.

1.2 Identification of The Project

Based on the background described above, the identification of this project is how to plan a business and make Crispy Bread in the production aspect.

1.3 Purpose of the Project

1.3.1 General Purpose

The purpose of this project is to find out how to plan and make a Crispy Bread business (Production Aspect)

1.3.2 Specific Goals

The specific goals to be achieved from this Crispy Bread project are as follows:

1. To find out the raw materials needed in the Crispy Bread production process.
2. To find out the production process in the Crispy Bread business.
3. To find out the Cost of Production in the Crispy Bread business

1.4 Significance of the Project

Every project carried out is usually inseparable from the benefits to be achieved. The benefits to be achieved from this project

1. Benefits The Author:

Can add knowledge and insight into business planning and managing production.

2. For the Producers:

Can be used as a reference material for cooperative products, so that it can provide opportunities for businesses for product development.

3. For Universities:

It can be used as a reference for the implementation of the next project and to deepen the discussion related to this project.

1.5 Time and Place of Project Implementation

Based on the identification, the time and place of the project implementation that the author will raise are:

1.4.1 Time of the Project Implementation

The project implementation time with the title Planning and Making Crispy Bread was carried out for 3 (three) months, starting from August 2022 - October 2022.

1.5.2 Place of the Project Implementation

The place to carry out the business production process for Crispy Bread products which will be carried out in one of the places located in Wonosari Village Jln. Wonosari Tengah.

1.6 Writing System

In order to provide a clear picture of the writing of this project, a writing systematic has been compiled that contains information about the materials given in each chapter. The systematics of writing are as follows:

CHAPTER 1 : INTRODUCTION

In CHAPTER 1, describes the background of the project, project identification, project objectives, project benefits, place and time of project implementation, and writing systematics.

CHAPTER 2 : LITERATURE REVIEW

In CHAPTER 2, describes the theories relevant to the subject matter in this project, which consists of two theories, namely the general theoretical basis for the project and the project-specific theoretical basis.

CHAPTER 3 : METHOD AND ACCOMPLISHMENT PROCESS

In CHAPTER 3, will describes the project preparation plan, project implementation plan, project achievement plan and project reporting plan consisting of a project activity implementation report and a project activity implementation financial report.

CHAPTER 4 : RESULT AND DISCUSSION

In this CHAPTER 4, will will describe activity profiles and project implementation activity reports consisting of project preparation, project implementation, and project completion, including the achievement of project activities and the achievement of project financing.

CHAPTER 5 : CONCLUSIONS AND SUGGESTIONS

In this CHAPTER 5, contains conclusions from the discussions that have been described with suggestions as a final description of the report.

REFERENCES

WRITER BIOGRAPHY