

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Indonesia has the largest population in the world, therefore the working age population is required to continue to come up with new innovations to create their own jobs. This has led to the emergence of various creative and innovative medium-sized industries in producing various types of goods and food.

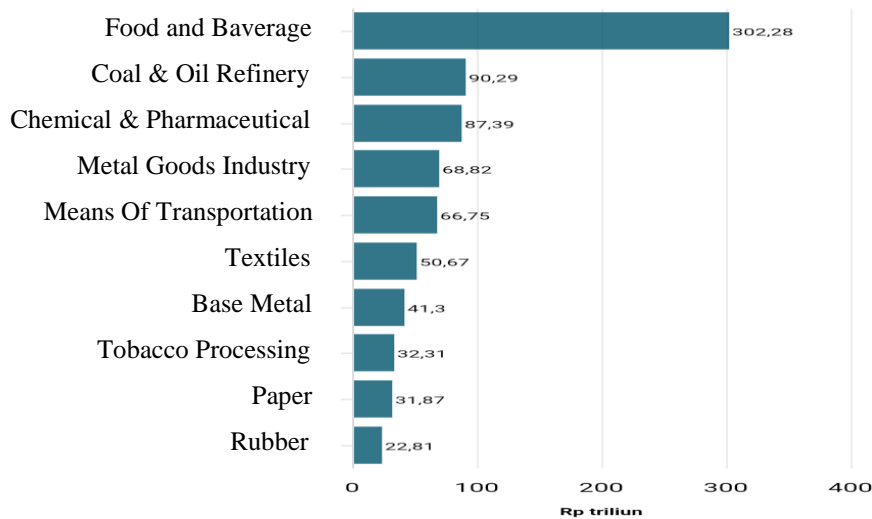


Figure 1.1 Gross Domestic Product (GDP) of Industrial Sector by Sub-Sector (Quarter II-2022)

Source : databoks.katadata.co.id

Based on the Figure 1.1 Gross domestic product (GDP) of Industrial Sector by Sub-Sector (Quarter II-2022), one of industry that is in great demand by the public is the food industry. The food business (culinary) is one of the businesses that is currently growing rapidly. Many entrepreneurs look to the culinary business because the industrial sector is still the biggest supporter of the national economy, although its contribution tends to decrease from year to year. Based on data from the Central Statistics Agency (BPS), it can be seen that in the

second quarter of 2022 the food and beverage sub-sector became the largest contributor to the industrial sector's GDP, reaching IDR 302.28 trillion (34.44%).

For daily needs, there are lots of activities that are carried out by everyone, with the increasingly crowded activities, many people need additional food intake that is fast and instant. Fast food is in great demand among the public because of its practical nature and affordable prices. Before starting a business, an entrepreneur must make a good and detailed business plan to make it easier for future entrepreneurs. A business plan is a written business plan to state the steps, stages of business and beliefs to trade products or services owned to generate certain profits and attract investors (Alma, 2010). Entrepreneurs with small or large scale really need initial planning before starting a business because planning is very important to determine the direction and goals in establishing a business that will be occupied in the long term.

One of the business plans that will be implemented is Crispy Bread, which is a business with raw materials of white bread fried with sprinkled bread flour which makes the texture of the bread crispy when eaten. Crispy Bread is served with various variants of contents and toppings such as sausages, and Oreo Chocolate. One of the reasons for choosing bread as the main ingredient is because bread is the second staple food after rice which is rich in carbohydrates, bread is also easy to eat and flexible to be processed with other ingredients. In addition, the availability of the main raw materials that encourage the use of existing resources.

One of the steps taken to support a business is the marketing aspect. Marketing is planning and carrying out the production process, then pricing, promoting and distributing goods, services or ideas in order to create exchanges with target groups that meet customers and companies (Business Introduction, 2020). Marketing is very necessary considering the marketing function is a very important part in the process of introducing products or services produced by the company to consumers. This marketing function is directly related to the company's consumers. This requires companies to be able to understand consumer

behavior well. By understanding consumer behavior, companies can more easily meet the needs and desires of consumers for certain products and services.

The role of marketing is not only to deliver products into the hands of consumers but also to provide satisfaction. The strategic importance of marketing is to face the harsh competition that will be faced by companies in the industrial world. Before carrying out various marketing and promotions, entrepreneurs must first determine market segmentation, positioning and clear targeting and marketing mix strategies (Product, Place, Price, Promotion) are also carried out as appropriate marketing steps so that products can sell well in the market. Based on the background described above, it is necessary to have the right marketing strategy for Crispy Bread products so that this project takes the title “**Business Planning and Production Crispy Bread (Marketing Aspect)**”.

1.2 Identification of the Project

Based on the explanation of the background described above, the results of the identification of problems that arise in this final project are “How to implementation Business Planning and Production Crispy Bread (Marketing Aspect)”?

1.3 Purpose of the Project

Based on the formulation of the problem, the authors can mention the objectives of this study are :

1.3.1 General Purpose

The general purpose of this project is to implementing the marketing aspect is being carried out on the crispy bread business at an affordable price, creating more varied flavors and toppings.

1.3.2 Specific Goals

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

1. To find out Segmenting, Targeting and Positioning on Crispy Bread Product

2. To find out the marketing mix of Crispy Bread Product
3. To find out the obstacles and solutions that will be faced during the process of implementing the marketing of Crispy Bread

1.4 Significance of the Project

Based on the identification, the significance of the project that the author will raise are:

1. For the Author:

Adding student insight about the importance of a new innovation in marketing activities, besides that students can find out what strategies are needed in marketing a new product.

2. For Universities:

The results of this study are expected to be used as additional references for research on the same topic.

3. For Other Parties:

This research is expected to be used as additional information, knowledge and reference for researchers from other institutions in the preparation of final projects or projects in the same field.

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:

1.5.1 Time of the Project Implementation

The project implementation time with the title Business Planning and Production Crispy Bread (Marketing Aspect) is carried out for 3 (three) months starting from August, September and October 2022.

1.5.2 Place of the Project Implementation

The place for the Crispy Bread business production process which will be carried out in one of the places located on Jl. Wonosari Tengah, Wonosari Village, Bengkalis Regency, while the marketing and product sales are carried out directly to prospective consumers with show the products

offered and also online using social media such as Whatsapp, Facebook, and Instagram with a pre-order and delivery order system.

1.6 Writing System

To provide a clear picture of the writing of this project, the systematics of writing provides information about the material given in each chapter. The systematic writing is as follows:

CHAPTER 1 : INTRODUCTION

In CHAPTER 1 explains the background of the problem, the formulation of the problem, the Project objectives, the benefits of the project, the time and place of project implementation as well as the systematic writing of reports.

CHAPTER 2 : LITERATURE REVIEW

In CHAPTER 2 explain the theories that are relevant to the subject matter in this project, which consists of two theories, namely the theoretical basis of a general project and a theoretical special project.

CHAPTER 3 : METHOD AND ACCOMPLISHMENT PROCESS

In CHAPTER 3 will explain the project preparation plan, project implementation plan, project completion plan and project reporting plan which includes project activity implementation reports and project activity implementation financial reports.

CHAPTER 4 : RESULT AND DISCUSSION

In this CHAPTER 4 will explain the activity profile and project implementation report which consists of project implementation preparation, project implementation, and project completion, reporting activity implementation reports.

CHAPTER 5 : CONCLUSIONS AND SUGGESTIONS

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

REFERENCES

APPENDICES

WRITER BIOGRAPHY