**CHAPTER I**

**INTRODUCTION**

**1.1**  **The Background**

     In globalization era, home industry is increasing, especially local products. Everyone knows and likes Tofu, one kind of cheap and delicious food which is sold everywhere. Tofu has been popular food of Indonesian society. The popularity of Tofu is unlimited because not only its taste is good but also it is easy to make and can be processed into various meals as well as the price is cheap. Additionally, Tofu is one of food that has high protein and the quality is equivalent to animal protein. Tofu is usually consumed by many people, both children and adults.

            As we know that every city has famous local food, and so does Sumedang. Sumedang has the most famous food, namely Tahu Sumedang. Tahu Sumedang is different from the other tofu.

            Tahu Sumedang is one of traditional food in Sumedang. Tahu Sumedang is rich in protein because the basic material is from soybeans containing high protein. Consuming protein is certainly very good for the growth of the body, especially for children.

            The inovation that I have of Tahu Sumedang is Tahu Kremes. Tahu Kremes has special characteristics such as crispy and delicious and can be used as souvenir from Sumedang. Everyone likes Tahu Sumedang very much beacause its high nutritious and without preservative.

**1.2**  **The Purpose**

In running a bussiness, an entrepeneur has the purpose why she/he establishes the bussiness. The followings are the purposes of our business:

·         To increase local product

Time after time, many local products are often overlooked. Therefore, we intend to increase the exitance of local product in Sumedang, namely Tahu Sumedang.

·         To share bussiness experience

This bussiness has good prospects to be developed by many people. And then, if we share this bussiness experience to others, Tahu Sumedang will be widely known by many people.

·         To improve market opportunities and prospect

·         To get high profit

Besides our product can be known by many people, getting high profit is one of our goals in increasing the progress of the bussines.

**1.3. Business Vision And Mission**

**A. Business Vision**

“Be a competitive product in quality and quantity in the global market, do not pollute the environment, and create a traditional concept.”

**B. Business Mission**

·         To open market opportunity.

Even though many competitors are range in the same business, but we work around with the different innovation of the products that already exist. That with better taste of the innovation, affordable price, and highly nutritious. We believe that Tahu Sumedang is able to compete in the market.

·         To provide the best service to consumers.

Service is one of important aspects in increasing the quality of the business. We must be better doing the excellent service to consumers.

·         To make Tahu Sumedang as the favorite food.

We will always increase the quality of our product that Tahu Sumedang can be favorite food for many people.

·         To maintain the quality of the product and environment.

Not polluting the environment is one of our reference to make Tahu Sumedang be more quality.

·         To maintain the purity of product.

With maintaining the purity of our product, to become Tahu Sumedang has good taste.

**CHAPTER II**

**FEASIBILITY STUDY**

**2.1 Specification of Product**

Tahu can be sold in Original Tahu Sumedang and Tahu Sumedang Kremes. Here is the price of our product:

·         Original Tahu Sumedang / Cup (4 pcs) Rp. 2.500,00

·         Tahu Kremes / Cup (4 pcs) is Rp. 3.500,00

·         Lontong is Rp. 500,00

·         Sambal is Rp. 1.500,00

            The price can be changeable according to market conditition. Tahu is usually packed by using Bongsang and Cangkedong.

**2.2 SWOT Analysis**

          Before we do the business activities, we must pay attention to the problems and threats which can disturb our business activities in the future and we have to find the opportunity that is profitable to run our business. Therefore, we must make business plan by using SWOT analysis. They are:

·         Strength

·         Weakness

·         Opportunity

·         Threat

          By SWOT analysis, we can find the strength, weakness, opportunity, and threat of the business that can increase our product.

          Here is the SWOT Analysis of Tahu Sumedang:

**A.**      **STRENGTH**

1.        Tahu Sumedang is the famous local product.

Tahu Sumedang has known by many people. It can be one of our strength that can be able to increasing our business.

2.        High nutritious and rich of protein.

Being made from high quality soybeans makes Tahu Sumedang highly nutritious and rich of protein. It can be consumed by all people, such as children, tennagers, and adults.

3.        Crispy and delicious

Because Tahu Sumedang has different from appearance. It is crispy outside and soft inside.

4.         Favorite food.

Because the taste of Tahu Sumedang is different from another tofu, it makes our product excellent as a favorite food.

5.         Affordable price.

Just with Rp. 5.000,00 you can enjoy our product that has high taste.

6.         No preservative.

To maintain the purity of our product, in the production of Tahu Sumedang we do not used preservative. Because, preservative is not good for our health.

7.        Having a lot of marketing relation.

**B.**       **WEAKNESS**

1.      Not lasting food.

Because it is without preservative and has high water content, it makes our product not durable.

2.      Easily cracked.

The soft texture of tofu makes our product easily cracked if it is not maintained properly.

**C.**      **OPPORTUNITY**

1.      Easily to get.

Because our product is sold everywhere, even at side streets along West Java road, it makes it easy for consumers to buy Tahu Sumedang with affordable price.

2.      Not only as a main meal, but also a snack and a sourvernir.

Many people enjoy Tahu Sumedang as a snack. Moreover, you can make our product as a souvernir from Sumedang.

3.      A lot of shops along the street.

There are a lot of shops along the street that can increase the target of our business.

4.      The culture of consumerist society.

**D.**      **THREAT**

1.      A lot of competitors from other snack products.

Because of many competitors who sell the similiar product, it makes a threat for our business.

2.      Expensive soybeans as the main material.

**2.3**    **Marketing Mix (4P Concept)**

In marketing, there are four basic elements of marketing activities. They are called 4P; product, price, place, and promotion. To provide customer’s satisfaction, the 4P Concept is necessary to be set up well by concerning what customers need and want.

**A.**    **Product**

The product is TAHU KREMES. It is from selected and high quality materials. Has a delicous taste, and good for our health.

**B.**     **Price**

The price of our product is very competitive and cheap, and it can be bought by everyone. Original Tahu Sumedang / Cup is Rp. 5.000,00 contains 4 pcs Original Tahu Sumedang, 2 pcs Lontong, and 1 pcs Sambal. Tahu Kremes / Cup is Rp. 6.000,00contains 4 pcs Tahu Kremes, 2 pcs Lontong, and 1 pcs Sambal.

**C.**    **Place**

Our product can be found on bazaar in SMKN 2 Sumedang.

**D.**    **Promotion**

The promotion is carried out by spreading brochures and personal selling.

**CHAPTER III**

**BUDGETING**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Name of Product** | **Quantity** | **Purchasing Price** | **Selling Price** | **Total Expense** | **Total of Selling Price** | **Profit** |
| 1. | Original Tahu Sumedang / Cup (4pcs) | 10 | Rp.  1.200,00 | Rp.  2.500,00 | Rp.  12.000,00 | Rp.  25.000,00 | Rp.  13.000,00 |
| 2. | Tahu Kremes / Cup  (4 pcs) | 10 | Rp.  1.500,00 | Rp.  3.500,00 | Rp.  15.000,00 | Rp.  35.000,00 | Rp.  20.000,00 |
| 3. | Lontong | 20 | Rp.     400,00 | Rp.     500,00 | Rp.    8.000,00 | Rp.  10.000,00 | Rp.    2.000,00 |
| 4. | Sambal | 10 | Rp.     800,00 | Rp.  1.500,00 | Rp.    8.000,00 | Rp.  15.000,00 | Rp.    7.000,00 |
| **TOTAL** | | | | | | **Rp.  85.000,00** | **Rp.  42.000,00** |

**3.1**    **Cash flow**

Gross Margin               =                                  Rp.  42.000,00

Promotion                    = Rp.  3.000,00

Wrapping                     = Rp.  3.000,00

Transportation             = Rp.  4.000,00

                                                                        Rp.  10.000,00  \_

Profit                           =                                  Rp.  32.000,00

**3.2**  **Percentage Profit**

Percentage of Net Profit         =         Net Profit             x   100%

                                                     The total of Selling

                                                =  Rp.   32.000,00           x   100%

                                                    Rp.   85.000,00

                                                =  37,6 %

**3.3**  **Cost Estimation**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ·         **Tahu Sumedang** | **4 pcs @10** | **x** | **Rp.   1.200,00** | **=** | **Rp. 12.000,00** |
| ·         **Tahu Kremes** | **4 pcs @10** | **x** | **Rp.   1.500,00** | **=** | **Rp. 15.000,00** |
| ·         **Lontong** | **20 pcs** | **x** | **Rp.      400,00** | **=** | **Rp.   8.000,00** |
| ·         **Sambal** | **10 pcs** | **x** | **Rp.      800,00** | **=** | **Rp.   8.000,00  +** |
|  |  |  |  |  | **Rp. 43.000,00** |

**a.**      **Capital**

**b.**      **Selling Estimation**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ·         **Tahu Sumedang** | **4 pcs @10** | **x** | **Rp.   2.500,00** | **=** | **Rp. 25.000,00** |
| ·         **Tahu Kremes** | **4 pcs @10** | **x** | **Rp.   3.500,00** | **=** | **Rp. 35.000,00** |
| ·         **Lontong** | **20 pcs** | **x** | **Rp.      500,00** | **=** | **Rp. 10.000,00** |
| ·         **Sambal** | **10 pcs** | **x** | **Rp.   1.500,00** | **=** | **Rp. 15.000,00  +** |
|  |  |  |  |  | **Rp. 85.000,00** |

**c.**       **Percentage of Net Profit**

**Selling Cost                                                               = Rp. 85.000,00**

**Purchasing Cost                                                       = Rp. 43.000,00  -**

**Gross Margin                Rp. 42.000,00**

**Promotion                                                                 = Rp.    3.000,00**

**Wrapping                                                                  = Rp.   3.000,00**

**Transportation                                                         = Rp.    4.000,00  -**

**Profit                          = Rp. 32.000,00**

**Net of Profit                                      = Rp.  32.000,00   x  100%**

**The Total of Selling                          = Rp.  85.000,00**

**= 37,6 %**

**CHAPTER IV**

**CLOSING**

**4.1 Conclusion**

           Tahu Sumedang is one of  traditional food in Sumedang. Our product is different from the other tofu because Tahu Sumedang has different appearance, it is crispy outside and soft inside. It can be consumed by all people because it is made from soybeans containing high protein.

      Based on the explanation, we can conclude that:

1.      The purpose of our business is to promote local product and to increase society’s income.

2.      This business has good prospect to be developed.

3.      The profit percentage of my business is 37,6 %.