CHAPTER 1

INTRODUCTION

A. The Background

In globalization era, home industry is increasing, especially local products. Cendol popular in Southeast Asia, and Indonesia is a common drink, because in the daytime most of us see cendol in the streets. Ice Cendol also popular as a culinary entering the Ramadan month in break the fast. Cendol is a typical Indonesian beverage made from rice flour, served with shredded ice and liquid brown sugar and coconut milk. This drink taste sweet and savoury.

Why did we choose cendol then added with ice cream? as we know that cendol is food or traditional snacks are often encountered in the streets or small shop at a very low price, because that by adding cendol with ice cream we hope to improve the return value or price of cendol and increase public interest to eating cendol.

“MR.HD” is short for the initials of our names M (Mega), R (Rizal), H (Husnul), and D (Dzakwan). MR, when you hear the word of “mister” that will surely comes to mind is the male figure. Then the pink colour that will show the figure of a woman because as we know that most of the colour pink (majority) preferred by women. So the words “MR” with this pink colour indicates that the business was founded by men and women that Rizal, Dzakwan and Mega and Husnul. HD is short for High Definition, the word that we often encounter on the photos or images this means that the picture or the image with high quality, not blurred, clear and so on. But in our business, we expect the business (product cendol) has the quality and charm of the consumers that our products will often consumed by consumers.

B. The Purpose

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

1) To increase local product

Time after time, many local products are often overlooked. Therefore, we intend to increase the existence of local product in Indonesia, namely Cendol Ice Cream.

2) To share business experience

This business has good prospects to be developed by many people especially for students in university. And then, if we share this business experience to others, Cendol Ice Cream will be widely known by many people.

3) To improve market opportunities and prospect

4) 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 business.

C. Business Vision and Mission

1) Business Vision

“Be a competitive product in quality and quantity in the local market, make cendol as traditional Indonesian food is more valuable on the market combined with ice cream, don’t pollute the environment, and create a traditional concept.”

2) 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 Cendol Ice Cream 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 Cendol Ice Cream as the favourite food.

We will always increase the quality of our product that Cendol Ice Cream can be favourite food for many people.

· To maintain the quality of the product and environment.

Not polluting the environment is one of our reference to make Cendol Ice Cream be more quality.

· To maintain the purity of product.

With maintaining the purity of our product, to become Cendol Ice Cream has good taste.

CHAPTER 2

FEASIBILITY STUDY

A. Specification of Product

Cendol is a traditional food from Indonesia, in our business we sold cendol with variety tastes of ice cream.

· Cendol CIC (Chocolate Ice Cream) / Cup is Rp. 7.000,00

· Cendol DIC (Durian Ice Cream) / Cup is Rp. 7.000,00

· Cendol VIC (Vanila Ice Cream) / Cup is Rp. 7.000,00

The price can be changeable according to market conditition

B. Analysis SWOT

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:

1) Strength

2) Weakness

3) Opportunity

4) 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 Cendol Ice Cream:

1.) STRENGTH

a. Cendol is the famous local product.

has known by many people. It can be one of our strength that can be able to increasing our business. Cendol with ice cream can increase the value of cemdol.

b. Healthy

Being made from high quality of rice flour that contains vitamins, and minerals, ice cream that contains nutrition and calcium, aren flour contains iron and most important our product is homemade.

c. Fresh and delicious

Because Cendol we serve with Ice Cream and that make it fresh and with variety tastes of ice cream makes our product delicious.

d. Favourite food.

Because the taste of Cendol Ice Cream is different from another Cendol, it makes our product excellent as a favourite food.

e. Affordable price.

Just with Rp. 7.000,00 you can enjoy our product that has high taste.

f. No preservative.

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

g. Having a lot of marketing relation.

2.) WEAKNESS

a. Not lasting food

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

3.) OPPORTUNITY

a. Less Competitor

Because our product is different than other and it is rarely we find in around Makassar that makes our product in the good graces cause has unique taste.

b. For All ages

c. Because our product is healthy it can consume by all ages and genders.

4.) THREAT

We don’t know what the response from our customers if they like our product or dislike.

C. 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.

1.) Product

The product is Cendol Ice Cream. It is from selected and high quality materials. Has a delicious taste, and good for our health.

2.) Price

The price of our product is very competitive and cheap, and it can be bought by everyone. Cendol CIC (Chocolate Ice Cream) / Cup is Rp. 7.000,00, Cendol DIC (Durian Ice Cream) / Cup is Rp. 7.000,00, Cendol VIC (Vanila Ice Cream) / Cup is Rp. 7.000,00.

3.) Place

Our product can be found on Pintu Nol Street.

4.) Promotion

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

CHAPTER 3

FEASIBILITY STUDY

· Machine soft ice cream 3 Rp.25.000.000

· 1/4kg aren flour Rp.3.500

· 5 slice pandan leaf Rp.2.000

· 2 old choconut rasp Rp.10.000

· 500gr brown sugar Rp.7.500

· 5 slice suji leaf Rp.5.000

· 500ml fresh milk Rp.2.500

· 250ml cream Rp.3.750

· 200ml condensed milk Rp.7.000

· 150gr sugar Rp.1.500

· 5 eggs Rp.7.500

· 90gr cocoa powder Rp.20.000

CHAPTER 4

CLOSING

Cendol Ice Cream is one of traditional food in Indonesia. Our product is different from the other Cendol because it has different appearance, it is fresh because we put ice cream on top of our cendol. It can be consumed by all people because it is made from rice flour, aren flour, ice cream (milk) containing high protein.

Based on the explanation, we can conclude that:

· The purpose of our business is to promote local product

· This business has good prospect to be developed.