

KEDAI NOTJAP BUSINESS PLAN WITH CANVASS BUSINESS MODEL

¹Wike Laurenzia Warrauw

Ciputra University Surabaya
INDONESIA

E-mail: wike.warrauw@ciputra.ac.id

ABSTRACT

Food that contains carbohydrates are kinds of food that is loved by Indonesians. Always sought after to eat and make oneself feel full. People always look for this type of food to satisfy their hunger in the middle of their break time. Due to its popularity, it will attract people to start their own small to medium food business. Kedai Notjap is a new startup in carbohydrate and pork based food. Kedai Notjap work their best to create the best food, high quality taste and a unique yet stunning appeal for their customers. In order to compete with others pork based food restaurant, Kedai Notjap must attract people by creating a unique food, good taste, creative serving, wide range of menu and great verall appeal. Kedai Notjap provides questionnaires to collect informations such as; whether the food is at it's best quality or not and to know what people want to see in our menu. Kedai Notjap is located in Mal Ciputra World and targeted the middle - up wealthy families In West Surabaya.

Keyword: Menu variations, carbohydrate, pork based food

INTRODUCTION

This research was conducted based on the author's experience when first observing the business opportunity at Ciputra World Mall Surabaya. At that time, the author realized that there had been no pork-based food available in the mall, thus this had motivated the author to design a business plan in form of attractive and unique pop up stand that sells pork-based foods.

Food business is one developing businesses due to the everlasting food industry (Wijaya, 2015:2). Based on Statistics Indonesia, 2015, population of Surabaya reached 2,848,583 citizens with 1,406,683 men and 1,441,900 women, so it is concluded that people in Surabaya are still appropriate as target market. The author wants to make consumers interested with a unique concept of pop up stand that demonstrates how to prepare take-home food for consumers. The packaging is very simple and easy to carry so the consumers can choose whether they want to eat on the go or sit comfortably on the seats provided by the stand.

The market target for this business idea, as desired by the author, is consumers with age range 16 to 54 years old, assumed that they are productive and have a desire to taste new food. By targeting this group of consumers, the author wants to introduce old fashion food or legacy food as well as to preserve it. Based on those considerations, the objective of conducting this research is to design a business plan under the name *Kedai Notjap*.

LITERATURE REVIEW

Osterwalder and Pigneur (2012:12) define business canvas model as portraying, visualizing, valuing, and changing business model. This concept can become a term or language for sharing ideas that allow us to easily describe and manipulate business model into new alternative strategies. Value proposition is the value that a business wants to give to its customer segments (Priyono, 2015). Regarding this, Osterwalder and Pigneur (2012:14) state that customer segment building blocks describes a group of people or different organizations a company wants to reach or service. Customer segments explains how a company chooses the most potential customer segment to choose in order to run business activities on target and be appropriate with the desired consumers target. Kodrat (2009:184) then adds that segmentation is a mapping strategy with clear market definition.

Channel is a way to distribute products to the public (academia.edu). Mehta, *et al.* (2010:05) argue that finding the right channel to satisfy customers' needs is a crucial part for the company in delivering its value propositions. Customer relationship is the kind of relationship built between company and customers of a specific market segment (Khairizza, *et al.*, 2015). Elements of revenue streams is description of income flows generated by the company from each customer (Pratami, *et al.*, 2016).

According to Solihah, *et al.*, (2014), key activities are important actions that a company must take in order to operate successfully. Key activities are required to create and deliver value propositions, reach the market, maintain good relationships with customers and ultimately generate revenue. Another term related to key activities, key resources, describe the most important assets required to enable a business model functions. These important assets can take form in physical assets, financial assets, and human resource (Solihah, *et al.*, 2014). Additionally, key partnership is described as relationship with third party as main partner, which is very important to make a business model operates well (Solihah, *et al.*, 2014).

Marahakim and Wandebori (2012) explain cost structure as follows: "more distribution channel will cause an increase in operational cost such as accommodation. The salary for our clerical workers is also needed to be counted as a cost, while the board is acting as a shareholder". Distribution channels lead to operational cost increase such as accommodation, workers' salaries, and board as shareholders.

RESEARCH METHODS

The author used qualitative descriptive method for the research method. Questionnaire was distributed to 30 future consumers and students located in West Surabaya in 2016, treated as samples of this research.

FINDINGS AND DISCUSSIONS

Value Proposition

By the time this research was conducted, there was no pop up stand that sold pork based food in the Ciputra World mall, which is why the author initiated to run a business plan in form of pop up stand that sells pork-based food with business canvas model. At that time, the stand was located in front of Contempo clothing outlet. With the total number of people in Surabaya reached 2.848.583, where 3.030.012 are Muslims and the other 818.550 are non-Muslims, the author considered this as a big enough opportunity to open a pop up stand at Ciputra World Mall which is located in West Surabaya. *Kedai Notjap* itself has also joined in food bazaar twice, held in Spazio and Lenmarc, so the product name is quite familiar already. By creating a unique and attractive stand, consumers themselves can witness the process of preparing food that they order. Seats are available at the pop up stand so the consumers can enjoy their food on the spot, or on the go as well. The target market is consumers around 16 years to 54 years old, since they are regarded as still in productive age and are curious of new food taste.

Sumarsan (2013:78) explains SWOT analysis as a diagnosis of surrounding environmental factors. Internal factors of business are identified by their strengths and weaknesses, while external factors are determined by opportunities and threats exist in the business environment. The strengths of *Kedai Notjap* are its various foods, unique and interesting place and packaging, affordable price, and unique brand name that is easy to remember. This *Kedai Notjap* also has weaknesses, among others, weak brand image, poor time management, and inexperienced business owner. However, this business has opportunities to develop, such as innovating food menu to produce unique food products that can attract more consumers, and the absence of pop up stands with similar idea, which is selling carbohydrate foods in the mall. As for its threats, *Kedai Notjap* must pay attention to the competitors since they can challenge the existence of *Kedai Notjap* in form of increasing number of restaurants and raw material price.

Customer Segment

The location of the intended consumers can be determined by analyzing target market using segmentation, targeting and positioning of *Kedai Notjap*. Kotler and Armstrong (2012:214) explain about segmentation as dividing the market segment into smaller segments in terms of characteristics, or behaviors that require separate marketing strategies. Furthermore, they add that the best way to see market structure is that marketers should pay attention to different variables (Kotler & Armstrong, 2012:215). Market segmentation can be seen from several variables. The geographic variable of *Kedai Notjap* is 94% consumers are located in West Surabaya, therefore it is very appropriate to open a food stand in Ciputral World Mall since this mall is also located in West Surabaya. For its demographic variable, the percentage of consumers is 60% women and 40% men with age range 16 to 20 years old and the highest income for more than 2 million rupiahs. Meanwhile, for its psychographic variable, as much as 93% people are interested to try *Kedai Notjap*'s product.

The market target of *Kedai Notjap* is consumers with age range 16 to 54 years old. *Kedai Notjap* attempts to create a unique and superior brand perception, product or business enterprise in the minds of its customers (Tjiptono & Chandra 2012: 162), by positioning itself as a pop up stand with strategic location for its consumers, and attract consumers directly by its appearance, its unique food preparation presentation, and its various food menu.

Channels

Channel is a relationship made by *Kedai Notjap* with external and internal parties. External relationship, for example, is the relationship with consumers, where *Kedai Notjap* will provide after sales service such as promotion for loyal customers. Internal relationship, for example, is relationship of *Kedai Notjap* pop up stand with its main kitchen to deliver order, take note on what is needed, and to bring order to the pop up stand.

Customer Relationship

Kedai Notjap attempts to strengthen relationship with its consumers by giving promotions for loyal customers. The promotions are various, such as special discounts to consumers who celebrate birthday (by showing their ID card), special discounts and promotions for church community on Tuesday, and special promo for senior consumers (buy one free one food or beverage) who come directly to the food stand and able to show their ID card.

Revenue Stream

The revenue of *Kedai Notjap* is obtained from selling made in the pop up stand and from its online business that also sells food and beverages.

Key Resources

The existence of high advanced technology has demanded culinary world to innovate continuously. Innovation done by *Kedai Notjap* is providing courier service to deliver food orders. Besides using high advanced technology, *Kedai Notjap* also needs potential and skilled workforce to support its performance, starting from cashier, food service and beverages stall, and all services.

Key Activities

Key activities include processes of standardizing all working performances, starting from the lowest division to the highest division, conducting workshops to improve its employees' performance, evaluating employees' working performance, and having morning briefing once in two weeks. These activities are conducted to improve the quality of *Kedai Notjap*.

Key Partnership

All raw material suppliers are included in key partnership sector. Raw material suppliers required by Notjap Store are suppliers from Genteng Surabaya market, Pabean Surabaya market, supermarkets, and print service business located in Lontar Street, Surabaya.

Cost Structure

Cost required by *Kedai Notjap* covers cost of renting stand or booth in Ciputra World mall, raw material purchasing, employee's salary with 10% annual increase, religious festivity allowance, stand maintenance and renovation, and cost of employees facility.

Investor Aspect

Kedai Notjap is a business plan of running a pop up stand in Ciputra World Mall, Surabaya. If this business is to be established, it needs big investment, but if this business does not run well as expected, *Kedai Notjap* has provided a second plan to keep its name by selling the product through stand but with extreme promotion to make consumers aware of the existence of *Kedai Notjap*. In addition, if this second plan does not work well, *Kedai Notjap* still has a third plan by selling online with aim to make consumers aware of its name and product.

Conclusions

Kedai Notjap business design was done by implementing business canvass model with well calculation marketing. However, after conducting deeper review, this business is not recommended to open due to its high operation cost and the situation of Ciputra World Mall that is not as crowded as it is used too anymore.

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