

CHAPTER I

BACKGROUND, PROBLEMS & OPPORTUNITIES

1.1 Opportunity Background

In Indonesia itself, roll cake is a well-known dessert. Usually, people buy roll cakes to accompany them when they have a meeting, work, meet up with their friends, or even for a special occasion like birthday cake, anniversary date, and others. People tend to choose roll cake over regular cake because it's easy to bring and eat anywhere without bringing much space. However, roll cakes in Indonesia all have thin cream. For people who love cream who are not too concerned about their health, this roll cake will not satisfy their desires.

Furthermore, cake that sold in café or dessert shop, they are have only basic flavor, thin cream and small size, which makes people feel bored, uninterested in buying roll cakes and prefer to buy another dessert with a more variant flavor. This is an opportunity we aimed at. Releasing a new kind of roll cake that never been before, which is unique and makes people want to buy.

1.2 Solution & Business You Want to Create

Considering the increasing demand for a new kind of dessert, we would like to bring a new and unique roll cake that can be a souvenir for tourists or locals, always reminding them of Indonesia.

Therefore, we are looking for other types of roll cakes located in other countries, to bring new types of roll cakes to Indonesia. We took the concept of a roll cake similar to that sold in South Korea, namely a roll cake that has more cream filling but does not make the roll cake too sweet. We tried to combine the flavor of roll cake with Indonesian food either Indonesian traditional cake or Indonesian representative food like *Rendang* which is known as the number 1 delicious food in the world selected by CNN and *Opor Ayam* that is known as comfort food in Indonesia to make our own unique Indonesian roll cake.

1.3 Initial feasibility studies

Roll Cake has become a dessert that is loved by all ages. The unique taste, appealing visuals, and people can enjoy it all the time regardless of the time, occasion or season makes this business very appealing in a long run. From the article, we got the information that they can sell on average 70 pcs of roll cake per day that has a regular flavor and visual. A reach break-even point in only 3 months with minimum investment and cost of goods sold, also high margin of the product.

Throughout the online platform that growing rapidly, it is easier to reach a bigger market, create a new trend and let the customer know about our product. It is also convenient because the size of roll cakes is smaller than actual cake and not too formal which makes many people feel more comfortable buying or giving roll cake as a present.

We are doing a survey using Google form, the result is from 55 participants in this survey, 81.8% of the respondents always spend under Rp 700.000 per month on dessert which:

- 79.8% of them were students (20-21 years old) with an allowance between Rp 1.000.000 - Rp 1.500.000 per month.
- The others were adults (23-50 years old) that have an income of more than >Rp.2.000.000 per month.
- Also, 63.6% of respondents were willing to pay between Rp 70.000 - Rp 100.000 for a roll cake and the other 32.7% of respondents were willing to pay between Rp 100.000 - Rp 150.000 for a roll cake that has a unique flavor.

We can conclude that people are willing to spend some of their allowances for buying a roll cake and willing to pay more for a roll cake that has a unique flavor and visual.

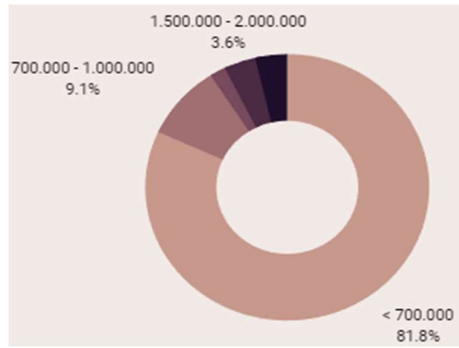


Figure 1. 1 Survey Result Based on Correspondent Answer

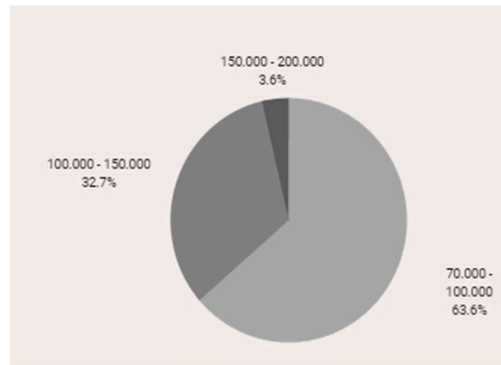


Figure 1. 2 Survey Result Based on Correspondent Answer

