

BUSINESS PLAN SAY YUMMY SEMPOL AYAM

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Abstract

Food is made to fulfill human needs. The fast and rapid growth due to the increasing need for food cannot be explained by the limitations of human life. From the lifestyle trends of modern people who prioritize cleanliness for health, consumers choose food that is clean, hygienic and in a standard clean from germs that cause disease. Seeing this business opportunity requires a very precise and careful calculation because it will determine how the market attractiveness and competition in the business field. Say Yummy is a business engaged in the culinary field that offers delicious and quality chicken abacus products with attractive packaging. Say Yummy is a culinary business specializing in high-quality chicken abacus products with appealing packaging. This study aims to evaluate the feasibility of Say Yummy from multiple aspects, including business environment, marketing, operations, human resources, and financial viability. The research employs a qualitative descriptive method, utilizing data collection techniques such as observations and surveys. To develop a well-structured business strategy, analytical tools including the Timmons Model, Business Model Canvas (BMC), and SWOT analysis were applied. The findings indicate that while Say Yummy possesses strong internal capabilities, it is not yet fully prepared to counter external threats. The SWOT analysis highlights the strengths and weaknesses of the business, while the Timmons Model and BMC suggest that Say Yummy has significant potential for success. The study underscores the importance of strategic business planning to enhance competitiveness and ensure long-term sustainability.

Keywords: *Business Planning, Timmons Model, Business Model Canvas, SWOT Analysis*

1. Introduction

Bandung City is the largest metropolitan city in West Java province, and the third largest in Indonesia. as well as being the capital of West Java province. Bandung is the second most populous city in Indonesia after Jakarta with a density of 15,051 people/km². Bandung is a city with various advantages and uniqueness. Bandung is famous as the city of flowers because of its natural beauty. City of flowers is another name for this city, because in ancient times this city was considered very beautiful with the many trees and flowers that grew there (Kuntadi, 2017). Apart from that, Bandung was previously called Paris van Java because of its beauty (Septiana, 2023). The large number of malls and factory outlets makes Bandung also known as a shopping city, and currently the city of Bandung is also becoming a culinary tourism city. Meanwhile, most MSMEs, especially MSMEs, produce Sempol

products, still use simple, ordinary packaging and are indifferent to cleanliness. In fact, most consumers are still wary of buying food or snacks outside (Freddy, 2020). There are several categories that consumers can consider, including the packaging used for food products that is hygienic and clean from germs that cause disease. Acting Bandung Mayor Bambang Tirtoyuliono explained in an event organized by the Bandung City Government, Ministry of Trade, Lazada Indonesia and Lampu.id "The Bandung City Micro, Small and Medium Enterprises Cooperative Service recorded that there were 10,181 MSMEs. "This number consists of culinary as much as 40.9 percent, services (10.1 percent), handicrafts (6.7 percent), fashion (16 percent), and others (26.2 percent)." (jabarprovgoid portal) From this explanation, it can be concluded that the

culinary industry is 40.9% because culinary is a type of business that in recent years has been used as a business field for entrepreneurs in the city of Bandung (Irawan, 2018). The culinary industry in the city of Bandung has the largest percentage of several other industries in Bandung, because Bandung is also known as the culinary center of the archipelago. The culinary industry is currently experiencing rapid and rapid growth due to the increasing need for food and drinks which cannot be explained by limitations of human life. As long as people still need food and drink, the culinary industry will continue to grow because customers will continue to search and make purchases to determine what they really need and want (Rahmidani).

Bandung, known as the "Flower City," is not only famous for its natural beauty and cool climate, but also as one of the largest culinary centers in Indonesia. The city has a thriving food industry with a variety of interesting dishes, from traditional foods to innovative modern foods (Zimmerer, 2015). This makes Bandung a culinary destination that is always crowded with domestic and foreign tourists. As a city with a rich cultural heritage, Bandung offers a variety of typical foods that have been passed down from generation to generation (Adrianto, 2022). Foods such as batagor, siomay, surabi, lotek, and peuyeum are some examples of traditional culinary delights that have survived and continue to be popular with local people and tourists. The unique taste and texture of these foods make them an inseparable part of Bandung's culinary identity. Not only sold in traditional markets or street vendors, some of these typical culinary delights have also been packaged in a modern concept so that they can attract the interest of the younger generation. In addition to traditional culinary delights, Bandung is also known as a city that is always innovating in the culinary world. Many young entrepreneurs create new foods and drinks with a contemporary touch. Martabak, which previously only had chocolate and cheese variants, now comes with various unique toppings such as matcha, red velvet, and melted mozzarella cheese. Seblak, a Sundanese specialty made from wet crackers that was previously simple, is now created with various levels of spiciness and additional toppings such as chicken feet, seafood, and cheese. These innovations make Bandung a city that is always developing in the culinary world and following popular food trends.

In addition to innovations in food, Bandung also has many cafes and restaurants with unique concepts that attract visitors. From nature-themed cafes with an open atmosphere to restaurants with Instagrammable interior designs, the dining experience in Bandung is not only about the taste of

the food but also about the comfort and aesthetics of the place. The many choices of places to eat make Bandung a favorite destination for food travelers who want to taste various types of food while enjoying the creative city atmosphere. Another factor that supports the development of the food industry in Bandung is the existence of culinary souvenir centers that are always crowded with tourists. Products such as steamed brownies, banana bolon, and various Bandung chips are mandatory souvenirs for those who visit this city. The high demand for these products also encourages business people to continue to innovate in creating new flavor variants and improving the quality of their products.

With the rapid development of the food industry and continued innovation, Bandung has become one of the best culinary cities in Indonesia. The diversity of traditional foods that remain sustainable, culinary innovations that follow the times, and the existence of unique cafes and restaurants make Bandung a city that never runs out of culinary choices. It is no wonder that tourists who come to Bandung always make culinary experiences one of their main agendas. With its potential that continues to grow, the food industry in Bandung will continue to be the main attraction that strengthens its position as a culinary paradise in Indonesia. That the number of food and beverage industries in the city of Bandung from 2021 to 2023 is 29,948 (DPMPSTP). The food industry experiences very rapid development every year. This is an opportunity to run a business in the food industry. Some people, especially students, want simple and affordable snacks or snacks that fit their pocket money. One of the snacks in Bandung is sempol, sempol is a food that is included in the snack food category. Sempol is a type of fried food made from tapioca flour. The name sempol is taken from the place where this snack originates, namely Sempol village in Pagak District, Malang Regency, which is prepared from various food ingredients combined with native Indonesian spices. This combination makes this snack have a distinctive taste that can change a person's mood. This snack, made from a mixture of chicken meat, starch, sago and several other ingredients, has several benefits. There are quite a lot of sempol

businesses in Bandung. This creates competition between one MSME and another MSME. Tight competition requires business people to have creativity by continuing to innovate to develop their business and defend their business from other competitors.

Some of the background that underlies the Say Yummy chicken sempol business plan is as follows:

- a. Great opportunity From the sales data analysis and competitor analysis of Sempol chicken Sempol chicken has a high consumption trend.
- b. Wide market The chicken sempol business has a wide market. Chicken sempol can be sold in various places, from school canteens, night markets, shopping centers, to online platforms.
- c. Raw materials are easy to obtain The main ingredients for chicken sempol are made from chicken meat, flour and other spices. These raw materials are easy to obtain, they can be obtained at the nearest market, shop and supermarket.
- d. High profits The chicken sempol business does not require large capital to start. The raw materials and equipment used are relatively affordable and simple, this can reduce production costs and increase profit margins.
- e. Product diversification Say Yummy will innovate to gain competitive advantage. These include using high quality raw materials and no preservatives, developing menu variations such as fried, boiled and frozen chicken sempol, with topping variants such as dry spices (BBQ, Balado, grilled corn, etc.) and wet spices (tomato sauce, mayonnaise, peanut sauce). and chili oil) and will innovate packaging using foodgrade paper.

Tight competition requires business people to have creativity by continuing to innovate to develop their business and defend their business from other competitors. Porter's research results in (Kaniawati, Sukma, & Oktaviani, 2024) state that there are methods or ways to gain competitive advantage, including promoting products or services at minimum prices (cost leadership), offering products or services that are unique compared to competitors or displaying the uniqueness of their products (Adiputra & Mandala, 2017) in (Kaniawati, Sukma, & Oktaviani, 2024) stated that competitive advantage will be achieved if a company can provide more value to customers compared to what competitors offer. Competitive advantage can come from a company's various activities such as designing, producing, marketing, delivering, and supporting its products. To be able to have business opportunities, you must have different skills and knowledge, namely the ability

to create new products and services, create new added value, start new businesses or new techniques and develop new businesses (Rusdiana, 2014).

Starting from these ideas and problems, the researcher captured a huge opportunity for this type of culinary and potential segment. The researcher tried to capture this opportunity by innovating products and packaging, using the best, hygienic packaging to increase consumer confidence in buying the product. offered. and try to use things that attract consumers, such as using colorful packaging or a little extra animation.

The following is the problem formulation in this research, namely:

1. What business planning can a company implement to run a chicken sempol business that is in accordance with aspects of the business environment, marketing, operations, human resources, finance and business management system?
2. Is planning a chicken sempol business feasible based on the entrepreneurial aspects known as the "Timmons Model" in terms of market, BMC which consists of 9 components, economics and management team?

The following research objectives are as follows:

1. Test the feasibility of this business so that the business plan created can be well structured and its reliability has been tested in aspects of the business environment, marketing, resources and finance.
2. Understand business feasibility, marketing, operational, resource and financial objectives.

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2. Method

According to Niswaty, Juniati, Darwis, and Salam (2019) in (kaniawati, 2021) argues that Entrepreneurship is the ability to create business activities. The ability to create a business requires continuous creativity and innovation to find something that is different from what previously existed. An entrepreneur must have creative and innovative abilities in finding and forming various kinds of ideas, According to Yustian, Suryana, Furqon, and Hendrayati (2021) in (Kaniawati et al., 2021) entrepreneurship is a technique of application of creativity and innovation to resolve and search for opportunities from the trouble this is faced by means of everyone in life regular.

According to Moonti (2019) in (Kaniawati et al., 2021) defines management because the procedure of making plans, organizing, management and manage of the numerous sources of strength organisation to gain the objectives as efficaciously and efficaciously, the definition of control that may be in addition described as follows: 1. Management is a process, which means that the overall management activities are described into 4 capabilities of control is accomplished in a sustainable and it all boils all the way down to the achievement of the targets of the organisation. 2. The success of corporation dreams is completed thru a chain of sports which can be organizing, leadership and controlling. 3. three. success of the targets are effective and efficient. effective indicates the success of corporate targets is executed through a chain of moves from that finished by the company. while efficient indicates the success of targets is best to use the source strength the most minimum.

4. success of the targets of the company is accomplished by way of utilising a supply of organizational power who owned the organization.

Bruton, Ketchen Jr, and Ireland (2013) in (Kaniawati, 2021) stated that the business plan is a body work which explain each a part of the business to be done in view that the beginning till the end. And by using together with various activities that must be anticipated if there are matters that are not acceptable happen. so that a business plan is made with regards to conditions which might be taken into consideration sensible or possible.

According to Mittal and Sridhar (2021) in (Kaniawati et al., 2021) the advertising concept is a philosophy of the which states that "achieving organizational dreams depend on the company's ability to fulfill evaluations evaluations the ones needs and wants be tter than the sompetition does". Financial planning is a scientific discipline that studies finance by managing 47 financial features in a systematic and structured manner, both short and long term. According to Mittal and Sridhar (2021) in (Kaniawati et al., 2021), operations management is a chain of activities that create value within the manufacture of products and offerings through converting diverse inputs into outputs, Planning a supply of energy of man is forecasting the needs of exertions work, competence, that is required of personnel paintings, as well as estimates of the deliver of employees operating with sure qualifications which might be to be had within the marketplace electricity of labor (Mittal & Sridhar, 2021) in (Kaniawati et al., 2021).

SWOT analysis is a strategic planning framework used by businesses, organizations, and individuals to assess their internal and external factors. The acronym SWOT stands for Strengths, Weaknesses, Opportunities, and Threats (Putra, 2019). By conducting a SWOT analysis, organizations can gain a clearer understanding of their current position, identify areas for improvement, and develop strategies to maximize their strengths and opportunities while addressing weaknesses and mitigating potential threats. This analysis helps decision-makers identify key areas for improvement, leverage advantages, and mitigate risks in a competitive environment. It is widely used in business, marketing, project planning, and personal development to create informed and effective strategies (Sulastri, 2024). The first element of SWOT analysis, Strengths, refers to the internal attributes that give a business or organization a competitive advantage. These strengths can include a strong brand reputation, innovative products, skilled employees, advanced technology, or financial stability (Septiana, Tinjauan Model Inkubator Bisnis Rintisan (Bisnis Start Up) Di Indonesia, 2015). Identifying and

maximizing strengths allows businesses to build on what they do best and differentiate themselves from competitors. For example, a company with a strong research and development (R&D) team can innovate faster and introduce unique products to the market, strengthening its position.

Weaknesses are internal factors that hinder an organization's growth or success. These can include poor management, outdated technology, lack of financial resources, inefficient processes, or low brand recognition. Recognizing weaknesses is crucial because it allows organizations to address and improve them before they become significant problems. For instance, a business with poor customer service may face declining sales and negative reviews. By identifying this weakness, the company can invest in better training programs to enhance customer experience and brand loyalty.

The external factors in a SWOT analysis begin with Opportunities, which refer to external trends or conditions that an organization can capitalize on for growth. Opportunities may arise from changes in market demand, technological advancements, economic growth, or shifts in consumer behavior. For example, the increasing popularity of e-commerce presents an opportunity for businesses to expand their online presence and reach a broader customer base. By recognizing and acting on opportunities, businesses can gain a competitive edge and improve their market position.

Lastly, Threats are external challenges that could negatively impact an organization. These threats include economic downturns, changing government regulations, increasing competition, and technological disruptions. For instance, a new competitor entering the market with lower prices could threaten an existing company's market share. Organizations must anticipate potential threats and develop strategies to mitigate risks. This could involve diversifying revenue streams, adopting new technologies, or improving product quality to stay ahead of competitors.

A SWOT analysis is most effective when combined with strategic decision-making. Businesses and organizations can use the insights gained from SWOT analysis to formulate action plans, set priorities, and

allocate resources efficiently. By continuously monitoring internal and external factors, organizations can adapt to changes, seize opportunities, and overcome challenges. This adaptability is crucial in today's fast-paced and competitive business environment.

In conclusion, SWOT analysis is a powerful tool for evaluating strengths, weaknesses, opportunities, and threats. It provides a structured approach to understanding a business's current position and future potential. Whether used by companies, entrepreneurs, or individuals, SWOT analysis helps in making informed decisions, optimizing performance, and achieving long-term success. Regularly conducting a SWOT analysis ensures that organizations remain proactive and resilient in the face of challenges and opportunities.

In (kaniawati, 2021) Canestrino et al. (2020) define SWOT analysis as the methodical identification of various aspects used to develop a company's strategy. The relationship between different internal and external aspects of an organization is the basis of this study (Turrahmah, 2023). SWOT analysis on the main Make quantitative use of all the facts and information in the models to formulate a strategy yang artinya Canestrino dkk. (2020). (Handayati, Rosyad, & Fauziyah, 2020) in Models are used in. The SWOT analysis is as follows:

- IFAS - EFAS (Summary Analysis of Factors External Internal Strategic Summary of Factor Analysis Strategic);
- Matrix Spaces;
- SWOT Matrix.

In (budidharmanto, junianto, indrianto, purwadi, & yahya, 2024) According to Hendarsih (2021), the Business Model Canvas is an effective method for creating a business model that can describe the business as a whole and combine several of its elements into a strong strategy. Revenue Stream and Cost Structure are two blocks of the business model canvas that show how the business makes money. The Business Model Canvas is used by company owners to plan the right strategy in running the company's business (Hendarsih, 2021).

Timmons and Spinelli (2008) state that the entrepreneurship process is the process of creating and finding business opportunities and then taking action to take advantage of these opportunities. This process requires a willingness to take risks, both personal and financial, with full consideration, so as to overcome obstacles that hinder success or balance risks with rewards to be gained. Entrepreneurs usually use their intelligence to exploit limited resources.

The method used in this research is qualitative According to Rodrigues, Rodrigues, Resende, Espada,

and Santos (2021) in (Samoedra, Kaniawati, Kurniawan, Adjeng, & Hendri, 2021), the qualitative research method is a method of research that is based on the philosophy of post positivism used or interpretive, is used to examine the condition of the natural object, where researchers are as instrument keys, a technique of collecting the data is done by triangulation, data obtained tend qualitative data, data analysis is inductive/qualitative, and qualitative research results

3. Result and Discussion

A. Business profile

This business is named Say Yummy, Say Yummy is a Home Industry business that offers Chicken Sempol. Sempol Ayam is a fried dish made from minced chicken mixed with tapioca flour and spices. The name Sempol food is taken from the place, namely Sempol village in Pagak District, Malang Regency, East Java Province. Sempol is an alternative food that is very popular with the people, one of which is the people of Bandung City. Say Yummy is a home industry business that specializes in producing **Chicken Sempol**, a delicious and savory fried snack made from minced chicken mixed with tapioca flour and various spices. This dish is well-known for its crispy outer layer and soft, flavorful interior, making it a favorite among snack lovers. The name Sempol originates from Sempol Village, located in Pagak District, Malang Regency, East Java Province. Initially, this dish was a traditional street food from East Java, but over time, it has gained popularity in various regions, including Bandung City, where it has become a sought-after snack.

Chicken Sempol is an excellent alternative snack that appeals to a wide range of consumers due to its unique texture and taste. The combination of minced chicken and tapioca flour gives it a chewy consistency, while the deep-frying process creates a crispy exterior. The addition of spices such as garlic, shallots, salt, and pepper enhances its flavor, making it a satisfying snack for all age groups. In many cases, Chicken Sempol is served with a variety of dipping sauces, including spicy chili sauce, tomato ketchup, or mayonnaise, which further enriches its taste and increases its appeal. Why Chicken Sempol is Popular?

One of the reasons Chicken Sempol has gained significant popularity is its affordability and accessibility. It is widely available at street food stalls, markets, and small restaurants, making it a convenient snack option for many people. Additionally, the ingredients used in making Chicken Sempol are simple and easy to find, allowing home-based businesses like Say Yummy to produce and sell them efficiently.

In Bandung City, where food trends evolve rapidly, Chicken Sempol has found a strong consumer base. Bandung is known as one of Indonesia's culinary capitals, where street food culture thrives, and people are always open to trying new and exciting flavors. The city's residents enjoy snacks that are both delicious and affordable, making Chicken Sempol a perfect fit for the local market. Moreover, the growing trend of home-based businesses and small food enterprises has further contributed to the success of products like Chicken Sempol.



figure 1 Logo Business

Following are the benefits of some of the main ingredients for chicken sempol:

- 1) Chicken meat, the sodium content in chicken meat is able to maintain fluid balance and muscle function in the body. (hellosehat.com)
- 2) Kanji flour, processed from cassava, naturally contains various vitamins. Vitamins C and A are antioxidants which function to protect the body from free radicals. (alodokter.com)
- 3) Sago flour, apart from containing high carbohydrates, the antioxidants contained in sago are able to prevent dangerous diseases such as cancer and heart disease. (sehatq.com)
- 4) Garlic: the Vitamin C content in garlic is able to prevent various colds caused by viruses (doktersehat.com)
- 5) Eggs: the contents of eggs are very complex. The essential amino acid protein content in eggs is needed by the body to increase immunity. (hariamerapi.com).

Say Yummy offers Sempol with quality raw materials, different design concepts with added

innovations in the typical Bandung City taste. Seeing the current market opportunities, this business is interesting to pursue. Apart from that, consumers can also freely consume. Say yummy also has the take line "snacking on say yummy, your mood will be happy".

The Vision, Mission and Goals of Say Yummy are as follows:

- 1) Vision
Making Say Yummy products popular with many people
- 2) Mission
 - a. Producing quality and conceptual products. b) Following culinary trends that are up to date c) Develop creative, innovative, trustworthy and professional human resources and management.
 - b. Continuously strive to develop the marketing network by prioritizing excellent service and customer satisfaction.
- 3) Goals
Develop Say Yummy into a leading food industry with economic and social value.

B. SWOT Analysis

Tabel 1 Internal Factor Strategic Summary

No	Internal Strategic Factors	Weight	Rating	Weight score
Strength				
1	Keahlian dalam pembuatan	0,12	3	0,35
2	Memiliki bahan baku yang berkualitas	0,10	4	0,38
3	Kemasan yang menarik	0,1	4	0,38
4	Aman tanpa bahan pengawet	0,09	4	0,35
5	Produk bervariasi	0,1	3	0,3
6	Harga terjangkau	0,11	3	0,32
	Total	0,6		2,1
Weakness				
1	Produk mudah ditiru	0,1	3	0,29
2	Merek yang belum dikenal	0,1	1	0,1

3	Produk tidak tahan lama karena tanpa bahan pengawet	0,1	2	0,19
4	Terbatasnya SDM dan keuangan untuk mengembangkan bisnis secara signifikan	0,11	2	0,21
Total		0,4		0,8
S - W		0.100		1,3

4	Aturan pemerintah mengenai izin usaha	0,1	1	0,1
Total		0,4		0,6
O - T		1		1,58

Tabel 2 External factors Strategic Summary

No	External Factors strategic	Weight	Rating	Weight Score
Opportunities				
1	Semua kalangan dapat mengkonsumsi	0,1	3	0,29
2	Peningkatan permintaan makanan	0,1	3	0,31
3	Bahan baku yang mudah didapat	0,09	3	0,27
4	Kolaborasi dengan pihak ketiga	0,11	4	0,43
5	Operasi penjualan berada di daerah padat penduduk	0,1	4	0,4
6	Perkembangan teknologi yang mempermudah pemasaran dan penjualan	0,11	4	0,45
Total		0,6		2,15
Threats				
1	Banyaknya pesaing	0,11	1	0,11
2	Harga bahan baku yang fluktuatif	0,1	2	0,2
3	Sewa tempat operasi belum lanjut	0,08	2	0,17

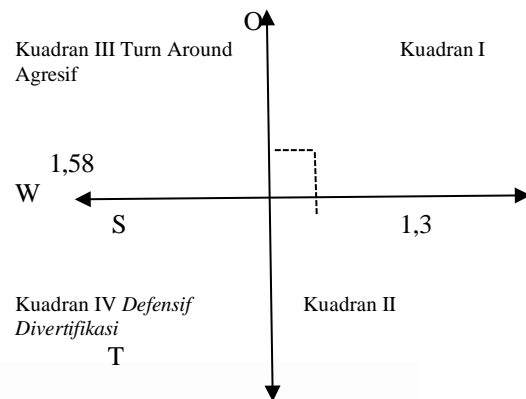


Figure 1 Matriks SWOT

From the image above, it can be concluded that the coordinate point is located at (1.3, 1.58), which means that Say Yummy's business position is in quadrant I, which means this shows a favorable situation, because Say Yummy has the opportunity to take advantage of its strengths and minimize threats. Aggressive strategy is the choice for Say Yummy.

C. Inovasi Management

The innovations that Say Yummy will carry out are as follows:

a) Products

The Food and Beverage (F&B) industry is always evolving with the times, therefore Say Yummy makes a variety of sempol with various toppings such as tomato sauce and mayonnaise, peanut sauce, chili oil, and dry spices such as: BBQ, sweet corn, balado etc. And menu variants such as steamed, fried and frozen chicken sempol. Say Yummy will continue to innovate when there are opportunities for new ideas. The goal is to stay alive and thrive in this highly competitive industry.

b) Packaging The packaging that Say Yummy will use is Foodgrade Paper Bags. paper bags made from paper in the food grade category, namely special paper produced with special processes and standards for food that refer to health

standards. Consumer psychological utilization is also carried out by providing wise and encouraging quotes to consumers. This makes Say Yummy closer to consumers and makes consumers feel more special.

c) Promotion

In the promotional aspect, Say Yummy will innovate in creating promotions that can attract consumers, for example offering discounts and special prices at certain times. And will collaborate with third parties such as influencers and food vloggers. Also working with schools.

D. Business Model Canvas

The Business Model Canvas (BMC) is a strategic management tool that helps organizations in designing, recording, and analyzing their business models. BMC is a visual representation of the nine key principles needed to build a successful business

- 1) Customer Segment : This business targets several customer segments in the city of Bandung and its surroundings. Say Yummy focuses on men and women as the main target, with an age range of 5-50 years with various professions ranging from students, students, employees, housewives and all culinary lovers. in the city of Bandung including people who are looking for delicious, healthy and nutritious fried food.
- 2) Value Propositions : The value proposition offered by Say Yummy is very attractive. Highlighting the high quality of the Sempol produced, with selected ingredients and a production process that maintains cleanliness and hygiene. In addition, the variety of flavors provides attractive options for customers. Not only that, customers can easily find and get Say Yummy products by ordering online.
- 3) Channel : In terms of distribution, Say Yummy uses various channels to reach customers. Have an online shop through e-commerce platforms such as Gofood, Shopee food, and other online media. Apart from that, Say Yummy also utilizes the power of social media such as Instagram, TikTok and WhatsApp to promote products. Being involved in local food markets or bazaars is also a distribution strategy that is utilized
- 4) Customer Relationship : Interaction with customers is important in this business. Say Yummy offers friendly customer service through various channels such as online chat, email and telephone. Quick response to customer questions and input is an integral part of a company's relationship with customers. Say Yummy also actively interacts with

customers via social media, sharing interesting content about products

- 5) Revenue Stream : In terms of income, Say Yummy relies on various sources. The main income comes from direct sales and online sales of sempol products. The opportunity for Say Yummy to also sell in large quantities for certain events is also a potential source of income
- 6) Key Activities : The main activities that Say Yummy carries out include designing and developing unique sempol recipes, maintaining the quality and consistency of raw materials and flavors in making products. As well as managing the online ordering process.
- 7) Key Resource : In running its operations, Say Yummy relies on key resources such as high quality raw materials, experienced chefs, and an e-commerce platform for online ordering.
- 8) Key Partnership : Partnerships with raw material suppliers and e-commerce platforms are important in Say Yummy's operations. By working with these partners we can ensure a stable supply of raw materials and ease of selling online. Say Yummy also collaborates with third parties such as influencers and food vloggers.
- 9) Cost structure : In terms of cost structure, Say Yummy takes into account the costs of raw materials, labor, operational costs and marketing or promotional costs to attract customers.

E. Timmons Model

Variable	Criteria	Indicator		Say Yummy	Evaluation
		High Potential	Low potential		
Competitive Advantage					
Market and margin related issues	Consumer needs and desires	identified	Not identified	Identified, large opportunities and potential market segments make researchers confident to open a chicken sempol business.	High potential
	Consumer	Affordable and accept the products/s ervices offered	No/Hard to reach	One of Say Yummy's target consumers is students and college students.	High Potential
	Value added	IRR 40% +	IRR <20%	74%	High Potential
	Growth rate	20%	<20%	To increase market growth, Say Yummy must continue to follow trends and improve service quality. Providing affordable prices and the best service facilities.	High potential
	Gross profit	>40%	<20%	55%	High potential
Competitive Advantage					
Competitive Advantage	Fixed costs and variable costs	High	Low	High	High potential
	Level of price and cost control	High	Low	High	High potential
	Network	Spacious and Powerful	Narrow	to create a wide reach Say Yummy plans to participate in Bazaar	High potential
Value Creation and Realization Issues					
Value Creation and Realization Issues	Profit after tax	10% - 15%	5%	17%	High potential
	Positive Cash Flow Times	<2 year	> 3 tahun	1 tahun	High potential
	Rate of return on investment	40% - 70% or more	<20%	77%	High potential

Figure 2 Timmons Model

From the overall analysis, the existing criteria show high potential value so that the Say Yummy planning strategy is feasible to implement. The assessment of feasibility aspects is seen through three criteria aspects according to Timmons, namely Opportunities are market size or market share, Resources are financial which are assessed through payback period (PP), net present value (NPV), and profitability index (PI). The results of the feasibility study show that Say Yummy is feasible from all aspects.

4. Conclusion

From the objectives of making this business plan and in accordance with the research methods that have

been written in the previous chapter, conclusions are drawn in response to these objectives, namely:

1) Say Yummy business is a Home Industry business that offers Sempol Ayam. Sempol Ayam is a fried food made from minced chicken meat mixed with tapioca flour and seasonings. The advantages of Say Yummy products are quality raw materials and no preservatives, varied menu choices and flavors, environmentally friendly and attractive packaging. Say yummy also has a timeline "snacking say yummy, mood so happy". Business planning to run the Say Yummy business according to the following aspects:

a) Business Environment The results of the business environment analysis using the IFAS and EFAS matrices show that this business is in a very profitable position "Possible Aggressive Strategy", there are several strategies that Say Yummy will carry out including promotion, by uploading videos as interesting as possible on social media platforms, collaborating with third parties such as influencers, food vloggers etc. for aggressive marketing, and opening new branches in strategic locations.

b) Marketing Management The Say Yummy market segment focuses on men and women from all walks of life, from children aged 5 years to 55 years old. The target of Say Yummy products is all people in Bandung and surrounding areas who like delicious and healthy snacks because Say Yummy products are made from quality ingredients. high, clean and free from preservatives. In terms of marketing Say Yummy products, we use tools in the form of social media, marketplaces and also collaborate with third parties such as influencers, food vloggers and schools and catering vendors.

c) Operational Management In this case the company determines the raw materials and equipment used as well as the production process and operational flow from input to output. Say Yummy has offline and online stores. The location of the Say Yummy offline shop is located around the Rajawali Elementary School-SMP-SMA area which is on Jl. Andir

- Swadaya, Ciroyom, District. Andir, Bandung City, West Java. For online sales, Say Yummy uses Gofood, Shopee food and other online media.
- d) Financial management From a financial aspect, the capital required by Sa Yummy is estimated at IDR 108,854,000 and the return on investment requires 1 year to generate cash flow large enough to cover the initial investment costs. Apart from that, there is an internal rate of return (IRR) value that is generated that exceeds the discount factor (interest rate that is assumed to apply) where the result is 74% so the rate of return exceeds the interest expense that must be paid ($IRR > 10\%$), with a sufficient IRR value This business has high potential and is feasible to run ($IRR > 40\%$).
- 2) Say Yummy's business planning has high potential and is feasible to continue as a business implementation because it meets and has high potential according to the Timmons Model criteria, the high potential is certainly inseparable from a very potential market share and purchasing power. This is also inseparable from the increasing number of the chicken abacus industry. Say Yummy business can identify and maximize existing opportunities, build a competent and solid team, and manage resources effectively. Proper implementation of these three components will help create a sustainable and profitable business
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