

## DESIGN AND IMPLEMENTATION OF SNACK FOOD BUSINESS

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### Keywords

food business; snacks;  
snack products;  
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### Abstract

The food business is indeed widely attempted by entrepreneurs. The business opportunities in the food industry in Indonesia are quite high, as seen from the numerous culinary businesses that are emerging and growing rapidly. Typically, food businesses require a not-so-large capital investment, which is why many entrepreneurs are involved in it. Furthermore, food is a necessity for people at all times, which is why businesses in the food sector have many customers. Innovations related to food are also on the rise. This business provides an alternative choice for snacks for those who enjoy snacking. Since many people like snacks, this product is introduced as an alternative snack option. The purpose of this writing is to understand the development of a business with snack food products conducted by the author. This writing covers the journey of establishing the business, from planning to execution, and addressing the issues that arise. It encompasses four management aspects: operational, human resources, marketing, and financial aspects.

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## INTRODUCTION

Each region must have its own specialties. Likewise in Pati Regency. Pati Regency has typical foods such as gandul rice, sego tewel, kelo mrico, petis runting and so on. Most of them are heavy meals, not snacks (Saputri & Sani, 2022).

The snack business was selected and started running in 2022. Engaged in snacks and targeting residents in Pati Regency. The target market is women, especially those under fifty years old (Ayunda, Lufri, & Alberida, 2023).

**Table 1 Number of inhabitants by sex in 2021**

Region	Male	Female	Total
Kab. Pati	671225.00	677947.00	1349172.00
Sukolilo	46577.00	46579.00	93156.00
Kayen	40343.00	40301.00	80644.00
Tambakromo	28359.00	28742.00	57101.00
Winong	32171.00	32971.00	65142.00
Pucakwangi	24427.00	24431.00	48858.00
Jaken	22977.00	23873.00	46850.00
Batangan	22615.00	22781.00	45396.00
Juwana	48211.00	48537.00	96748.00
Jakenan	23821.00	24884.00	48705.00

Region	Male	Female	Total
Pati	54662.00	56365.00	111027.00
Gabus	31619.00	32130.00	63749.00
Margorejo	31380.00	32031.00	63411.00
Gembong	24219.00	24134.00	48353.00
Tlogowungu	27866.00	27688.00	55554.00
Wedarijaksa	32286.00	32489.00	64775.00
Trangkil	31950.00	32232.00	64182.00
Margoyoso	37827.00	37445.00	75272.00
Gunungwungkal	19293.00	19410.00	38703.00
Cluwak	24124.00	24186.00	48310.00
Tayu	35372.00	35703.00	71075.00
Dukuhseti	31126.00	31035.00	62161.00

Source: Central Bureau of Statistics of Pati Regency (2021)

**Table 2 Number of inhabitants by age group in 2020**

District	15-64 Year
Sukolilo	65.160
Kayen	55.954
Tambakromo	39.965
Winong	44.946
Pucakwangi	34.398
Jaken	32.574
Batangan	31.286
Juwana	68.030
Jakenan	33.120
Pati	77.262
Gabus	43.935
Margorejo	45.946
Gembong	33.801
Tlogowungu	39.031
Wedarijaksa	45.083
Trangkil	44.673
Margoyoso	52.181
Gunungwungkal	27.288

Source: Central Bureau of Statistics of Pati Regency (2020)

In this business, the intended target is people in the Pati area who are under fifty years old. Based on the data above, it can be seen that the total number of women in the Pati area is 1355894.00 people. Then the number between the ages of fifteen to sixty-four years is 939,921 inhabitants (Nurrahman & Utama, 2016).

## RESEARCH METHODS

The research method used in this study is descriptive research method. Descriptive research methods are used to describe or describe in detail the phenomenon under study without performing variable manipulation or intervention. In the context of this study, a descriptive method is used to explain the development of the snack business carried out by the author, including planning, implementing, and solving the problems faced.

**RESULTS AND DISCUSSION**  
**BUSINESS PROFILE AND ITS DEVELOPMENT MODEL**

**Business Profile**

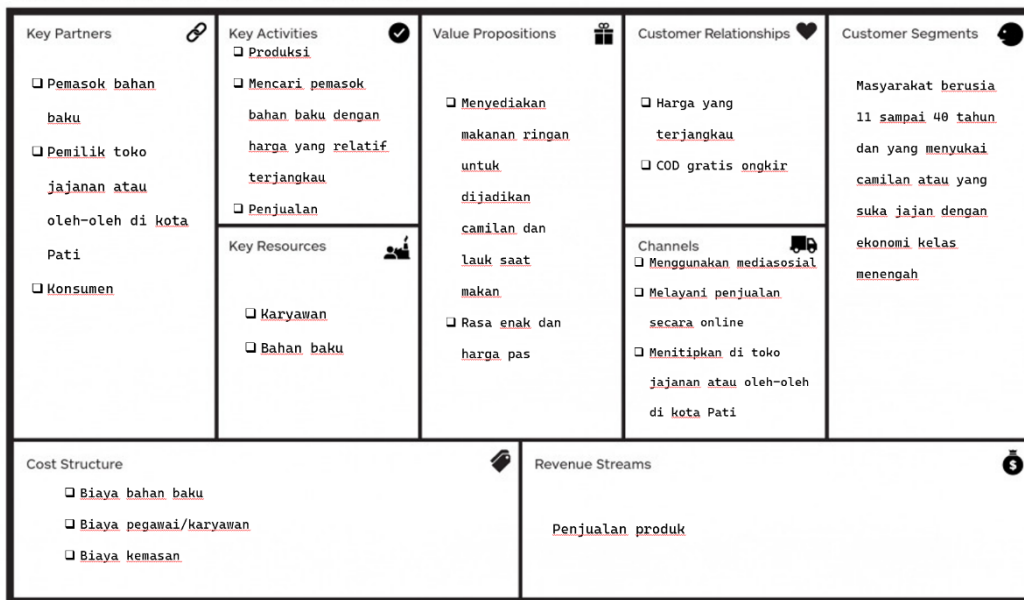
This business is a home-based business engaged in food. The resulting product is in the form of snacks that are packaged and ready to eat. The production site is located in Pati, Central Java (Wahyuningsih, 2019).

It was established in 2022 and there are three people in it from the first start until now. Initially, it began to produce crispy dero fish on a small scale and began to be offered to people around. As time went by, this business began to get attention, although not a big attention, but more and more continued to get orders. Today, this product is still distributed on a small scale (Silaningsih & Utami, 2018).

**Business Model**

The business modeling used for this venture can be described using the Business Model Canvas (BMC). This BMC can describe more specifically the functions in the business being run (Haryono & Wardoyo, 2012).

**The Business Model Canvas**



**Figure 1 Business Model Canvas**

**Value Proposition**

The offer given to customers is to provide snacks that not only serve as snacks, but can also be a side dish during meals. The snack products offered also have a good taste at an affordable price (Nike et al., 2023).

**Customer Segments**

The target is people aged eleven to forty years with a middle-class economy where they like snacks or who like snacks (Schermerhorn & Chappell, 2001).

**Customer Relationship**

In this section, the relationship is how the relationship is with customers. The resulting product has an affordable price. In addition, there is also COD free shipping which can be a way to interact with customers (Toendan & Tunjang, 2023).

**Channels**

The avenue used to connect with customers is to use social media and make sales online. In addition, products can be found in hawker or souvenir shops in the city of Pati (McLeod, 2018).

### Key Activities

Key activities that are definitely carried out are the production process and making sales. Another key activity is to find suppliers of raw materials at relatively affordable prices (Suwarsi, Frendika, Azib, & Zakiah, 2022).

### Key Resources

The resources owned by this business are employees who carry out all production processes and also the raw materials needed to carry out the production process (Mardhiah, Rahayu, & Oktavia, 2022).

### Key Partners

In doing this business, of course, also partner with other external parties. Partners in this business are suppliers of raw materials, owners of snack or souvenir shops in the city of Pati and consumers (Lemke, Boon, & Schifferstein, 2021).

### Cost Structure

Cost structure contains the costs needed to run a business. In this business, there are costs that include raw material costs, employee or employee costs, and also consumer costs (Wiist, 2011).

### Revenue Streams

The income obtained is derived from the sale of manufactured products (Chacon, Letona, & Barnoya, 2013).

### Business Conduct

The business is carried out by forming a schedule or working hours so that later the activities to be carried out will run as expected. The preparation of this schedule will cover working days and hours. This business operates every day and is off on Sundays and holidays. And regarding working hours, the working hours will start at 08.00 to 13.00 WIB.

The business is run by utilizing oral methods to market the products sold. At first, it was done by notifying neighbors around the production site. In addition, also on relatives and friends. It can be said that the promotion is also done verbally by word of mouth. As soon as word spread, orders began to come in. The distribution of products is carried out by one of the employees by distributing them to local stalls and souvenir shops. If there is an incoming order, it will be sent directly to the person who ordered.

In a business, sales do not always increase, there are ups and downs including this business. To overcome this problem, one more product was made in addition to the 1 pcs product, namely the bundling product which contains 3 pcs. It is used to attract customers whose homes are quite far from the place of production. In addition to attracting customers with a wider range, it can also increase the number of sales because one product contains 3 pcs.

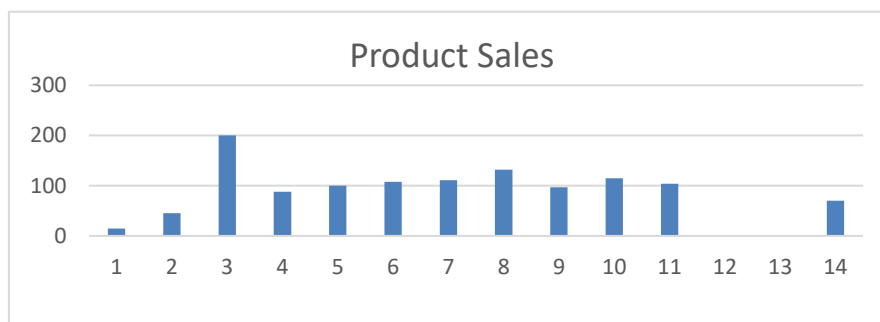


Figure 2 Product sales chart

From the grafik above, it can be seen that product sales have decreased. Declining sales can lead to a lack of production costs. This happens because consumer buying interest in the product decreases. This can be seen from many consumers who have begun to no longer buy the products offered. Based on this, the step taken is to bundling products. Bundling products offered to consumers is bundling 3 pcs priced forty-five thousand rupiah. This is considered more effective because it is able to increase consumer buying interest again and when consumers buy

one bundling product, it means that consumers are the same as buying three products. At the same time it will also increase sales of products.

Another thing that becomes a problem is the decrease in interest in buying products. The implementation of bundle package promos that can increase sales can also increase consumer buying interest. Increased buying interest in consumers will certainly affect the number of sales, and will also rise. So, the bundling package promo that is carried out can solve two problems at once, therefore the path is chosen to overcome the problems that occur.

## **CONCLUSION**

Based on what has been done, it can be concluded that to start a business can be done with capital that is not too large. Problem solving that is carried out can be said to produce a good impact and is able to attract consumers.

Whether the business being run is able to survive or not. The answer is that this business is able or can survive. Because in running this business in addition to getting profits also fostering and maintaining good relations with people (people). In addition to providing friendly, professional, and efficient services in order to foster and maintain good relationships with consumers, it can also increase and maintain customer satisfaction or new consumers. Another good relationship that is maintained is with people around the business environment. This is done to get support for the business being run. Managing finances well can also be a way for a business to live a long life. Therefore, bookkeeping must be done to record and monitor all business activities.

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