

CHAPTER I

INTRODUCTION

A. The Initial Idea

As part of the diversified and rapidly growing industries, the hospitality and tourism industries are becoming one of the major contributors of income for many countries across the world. Likewise, Indonesia is experiencing a growth within the service hospitality and tourism sector thus giving out numerous business opportunities (The Jakarta Globe, 2013). Indonesia is also one of the famous tourism destinations in the world. Indonesia is ranked as the fourth highest populated country in the world with estimated of the total population 247,641,326 in 2010 (Badan Pusat Statistik, 2010), it is located in a such strategic area in the map and it is a country of abounding natural resources.

One of the places in Indonesia that needs to be further discovered is the capital city itself, Jakarta. Jakarta is the highest populated area in Indonesia offering entertainment places, business districts, facilities, accommodations, and such. A busy city known for its dreadful traffic, Jakarta it is.

TABLE 1
Gross Regional Domestic Product at 2010 Constant Prices by
Industrial Origin in DKI Jakarta (Million Rupiahs)
2011 - 2015

Industrial Origin	2011	2012	2013	2014	1st semester 2015*
Agriculture, Forestry, and Fishing	1.277.278	1.319.310	1.344.813	1.354.586	682.584

Mining/ Quarrying	3.029.331	3.009.260	3.002.787	2.976.969	1.477.032
Manufacturing Industry	156.240.345	160.011.696	168.790.753	178.116.721	91.233.179
Electricity and Gas	3.547.901	3.642.496	3.678.887	3.743.487	1.884.034
Water Supply, Sewerage, Waste Management & Remediation Activities	565.084	588.515	610.155	633.036	318.279
Construction	160.265.131	168.958.210	179.200.527	187.587.111	96.073.972
Wholesale & Retail Trade	193.770.456	206.961.971	218.028.632	228.818.210	116.100.493
Accommodation and Food Service Activities	57.627.415	61.258.499	65.212.521	68.995.365	35.653.813
Transportation and Storage	32.081.729	34.306.413	36.734.135	41.774.389	22.071.375
Information and Communication	90.736.420	103.212.678	115.748.680	128.573.633	68.521.459
Financial and Insurance Activities	114.639.141	125.417.028	135.147.548	141.289.441	73.467.594
Real Estate Activities	79.359.565	84.689.742	88.985.511	93.399.192	48.399.445
Business Activities	78.460.803	83.916.951	90.835.653	98.965.444	52.210.301
Public Administration & Defence; Compulsory Social Security	61.800.273	62.651.012	60.859.266	61.594.054	30.809.747
Education	58.684.434	62.220.200	64.427.115	66.798.033	34.866.179
Human Health and Social Work Activities	17.767.543	19.268.301	20.379.279	21.775.260	11.518.506
Other Services	37.795.379	41.096.643	44.209.165	47.953.681	25.324.664
GRDP	1.147.558.226	1.222.527.925	1.297.195.426	1.374.348.612	710.612.656
GRDP Without Oil-Gas	1.144.528.895	1.219.518.665	1.294.192.639	1.371.371.642	709.135.625

Note: *) Preliminary Figures

Source: BPS-Jakarta in Figures (2015)

From the data above retrieved from BPS-Jakarta in Figures (2015), accommodation and food service sector experiences an increase every single year starting from 2011 to 2014. Hospitality and tourism sector undoubtedly plays a major role in contributing to Jakarta's Gross Domestic Product (GRDP). Having said that, it would be beneficial yet promising to open up hospitality and tourism business, specifically in the food and beverage sector, due to its constant growth throughout each year.

According to Cook, Yale and Marqua (2010: 5), the tourism is defined as movement of people to destinations away from home, and industries developed to fulfill the needs and wants of the traveler. The industries include travel agencies, food and beverages, attractions and entertainments, accommodations, as well as destinations. In short, to sum up the definition above, one of the sources of tourism industry is food and beverage provider. Eating out is now part of people's lifestyle and it has been a favorite social activity, where people get to savor good food along with good company and a good atmosphere (Walker, 2014: 3). According to Jones (2002 :131), people eat out not only to satisfy their cravings, but also to have a great time. To support the business location, the data of population is provided in the table below:

TABLE 2
Population by Regency/Municipality in DKI Jakarta
2010-2014

<i>Regency/Municipality</i>	Population				
	2010	2011	2012	2013	2014
Kepulauan Seribu	21,082	21,349	22,423	22,713	23,011
South Jakarta	2,062,232	2,088,364	2,118,999	2,141,941	2,164,070
East Jakarta	2,693,896	2,728,032	2,736,091	2,791,072	2,817,994
Central Jakarta	902,973	914,415	902,922	906,601	910,381
West Jakarta	2,281,945	2,310,861	2,362,403	2,396,585	2,430,410
North Jakarta	1,645,659	1,666,512	1,692,300	1,711,036	1,729,444
Total	9,607,787	9,729,523	9,862,138	9,969,948	10,075,310

Source: *Badan Pusat Statistik – Jakarta in Figures (2014)*

North Jakarta has an estimated total population of 1,729,444 people in 2014 according to Badan Pusat Statistik (2014). Jakarta, especially in North

Jakarta, Pantai Indak Kapuk area is one of the highlighted popular culinary destinations for people to enjoy a wide variety of food (The Jakarta Post, 2015). Additionally, a survey has been carried out to prove that the residents in Pantai Indak Kapuk are willing to spend more Rupiahs than those in Kelapa Gading, North Jakarta area. Also, the types of businesses attract both youngsters and families (The Jakarta Post, 2015).

The business feasibility study is made to establish a bakery in North Jakarta area, specifically at Pantai Indah Kapuk, that is preservatives free. The aim is to offer a preservatives free bread without compromising the taste. The name “Bakeaway” bakery is initiated from how the business is going to run where people will “take away” the bread, just like typical bakeries in malls. The constraints to carry out this study may include time as well as resources. The study will help to analyze whether Bakeaway is feasible or not feasible by not using any preservatives for bread in order to create a pleasant and acceptable taste to the market. This research will be done by the help of survey, theoretical research and data gathering.

TABLE 3
Average Weekly Consumption and Expenditure per Capita (Rupiahs) By Type of Food in Urban Areas, 2013- 2014

Food Items	Unit of Quantity	Mar-13		Sep-13		Mar-14		Sep-14	
		Quantity	Value (Rp)						
Ordinary Bread	Small Pack	0.081	478	0.082	408	0.079	470	0.077	477
Other bread	Piece	0.529	771	0.501	738	0.532	881	0.503	816
Cookies	0.1 Kg	0.192	544	0.179	513	0.194	600	0.195	619
Boil or steam cake	Unit	0.749	712	0.709	676	0.747	778	0.787	803

Source: *Badan Pusat Statistik Indonesia* (2014)

This feasibility study of Bakeaway is supported with this data from Table 3 regarding the average weekly consumption and expenditure per capita of the type of food in urban areas. It could be seen that in the table shows a decline of few products from year 2013 to 2014, but the decline may not seem to be very significant thus it still shows a stability in numbers concluding that Indonesian people are still up for bakery or pastry products.

The bakery will be named Bakeaway, the name comes up from the term “takeaway” because most typical bakeries only apply takeaway services. Customers only get to take and purchase the bread of their choice and leave immediately, having no time to sit down or hang around unlike in cake shops. There are visions and mission that Bakeaway carry to both stakeholders and customers. The vision of Bakeaway is to provide preservative free bread by using natural ingredients, without compromising the taste. Whilst the missions are as the following:

1. Discover ways of baking by using natural ingredients for customers.
2. Offer the best quality of products and services to customers.
3. Continuously seek for improvement on all aspects that would result in customer loyalty and satisfaction.

According to Morrison (2010: 309) marketing mix is composed of eight elements which are the ‘8Ps’ of marketing: Product, Price, Place, Promotion, People, Packaging, Programming, and Partnership. The 8Ps of marketing is mainly used to satisfy customer’s needs and wants (Morrison, 2010: 27). All these will be further discussed in the next chapter regarding to Bakeaway’s business plan. Bakeaway’s products will be listed on the menu. The pricing

will also be written down on the menu and determined according to a particular pricing range which will be calculated considerably. Place will be at Pantai Indah Kapuk, North Jakarta. Promotion could be done with the five promotional mix in marketing. As for people, the target market for Bakeaway would be middle class people as the price would not be as low as those bakery products made with preservatives. Apparently, Indonesian's middle-class people are consuming more baked goods and showing a constant change in eating habits when it comes to the consumption of wheat based products, such as bread, croissant, pies, muffins, and such. It also includes women who tend to create demand in sweet bread and pastries (The Jakarta Globe, 2013). As a matter of fact, nowadays, bread can be considered as a substitute for rice when it comes to staple food in homes across Indonesia (The Jakarta Post, 2016)

To add, employees hired will have to be able to deliver excellent and satisfying service to customers through employee training. Packaging and programming would also be done to boost sales as well as creating awareness and attractiveness for customers. To complete it up, Bakeaway will have partnership with banks or related services in order to also enhance sales.

According to Ko (2012:6), preservative-wise, Indonesia has a tendency to use chemical additives due to its tropical humid climate that supports the growth of microbes. The use of preservatives aids in the process of mass production for bread resulting in a rather low selling price in the market. Out of numerous bakeries in Jakarta, only few claims themselves as “preservative-free”, including Beau, Pinot, Provence, Francis, Animo, Chicory Patisserie, as well as Dynamics (The Jakarta Globe, 2009).

From an interview with the head of neighborhood in one of the residences in Pantai Indah Kapuk, which is Taman Grisenda, the number of housewives is 900. Housewives play such an important role when it comes to purchasing groceries for the household. There are numerous residences which refer to such high number of housewives but there happens to only be one preservative-free bakery to fulfill the demand in Pantai Indah Kapuk, which is Provence bakery. Therefore, the opportunity to open up the business is high as there is only one preservatives-free bakery that serves such huge market.

Despite the fact that it might seem to be difficult to find bakery that offers preservatives free product in Jakarta, showing a considerably good business opportunity, it does not mean that Bakeaway would not be facing any challenges or competitor in the near future. As the products are handmade, there would be point where the production limit is reached. Not only is there maximum product capacity to face, but also the rise of competitors that is undeniable. There could be different approach to overcome with the ups and downs along with it. With uncertainty lies ahead, Strength Weakness Opportunity Threat (SWOT) analysis regarding this business feasibility is to be carried out and further discussed in the next chapter.

B. The Objectives

The objective of this business feasibility study is to further find out, measure and analyze every aspect related to business plan. There are mainly two types of objectives for this feasibility study which are as follows:

1. Major objectives

Bakeaway's business feasibility study has three main objectives, which are as follows:

a. To determine the feasibility of the business in order to be implemented by going through a deep analysis of market and demand, technical, management, and financial aspects:

1) Market and marketing aspect, which includes supply and demand analysis, competitors, Strength Weakness Opportunity Threat (SWOT) analysis, segmentation-targeting-positioning analysis, Porter's five forces analysis, as well as marketing mix.

2) Technical aspect includes technical and operational implementation of the business, such as analysis of activities and facilities, location selection, layout, as well as flowcharts of production and services.

3) Management aspect, which is related to human resources, organizational structure, along with business entity.

4) Financial aspect, describes about the business' ten-year projection of financial analysis.

b. To provide guidelines in opening a bakery for owner and to generate profit for business' stakeholders

c. To be a measurement tool to assure third parties, creditors, and investors in the funding of loan of this business.

2. Minor objectives

The other objectives that include in Bakeaway's business feasibility study are:

- a. To help increase Jakarta's economy as well as creating job opportunities.
- b. To fulfill the needs and wants of customers, as well as creating demand in the market.
- c. To offer customers a preservative-free alternative to choose breads.
- d. To encourage bakers to use natural ingredients to produce bread for the society.

C. Research Method

To support Bakeaway's feasibility study, two main source of data are required in order to analyze the study, which are primary and secondary.

1. Primary Data

According to Sekaran and Bougie (2013: 113), primary data refers to information gathered directly by researcher himself regarding to the relevant variable used for the specific purpose of study. For this research, the primary data will be gathered through these methods:

a. Questionnaire

The definition of questionnaire according to Sekaran and Bougie (2013: 147) is a pre determined lists of questions for respondents to answer,

oftentimes in the form of closed and limited choice. Questionnaires are a type of data method collection that gives a great amount of data in the shortest time to collect which can be quantitative data. Questionnaire regarding customer's tendency of marketing mix will be distributed to find out about the kinds of marketing mix to be applied in the business later on.

1) Population

According to Sekaran and Bougie (2013: 240), population refers to the information of the whole group of people, events, or things of interest that researcher wants to find out. Bakeaway's population would be middle class economy people who often buy bread occasionally for their go-to snack, commonly also housewives, people who loves bread, and not to mention, people who are also concerned with health.

2) Sampling frame

According to Sekaran and Bougie (2013: 245), a physical representation of elements that is found in the whole sample population, is called a sample frame. A researcher may use lists or directory in order to find the proper sample frame for the research. Lists or directories can be used to support to find a proper sample frame.

For Bakeaway's sampling frame, writer will gather information from

the distribution of questionnaires and then determine population based on customers who usually go to bakery in North Jakarta area, mainly in Pantai Indak Kapuk.

3) Sampling design

According to Sekaran and Bougie (2013: 245-246), there are two types of sampling designs which are probability and nonprobability sampling that researchers get to opt. Probability sampling basically makes the chance of selection be known to the population. Whilst on the other hand, non probability sampling will not have its population have in mind about the chance of getting selected to be the sample.

The sampling method would be using non probability, convenience sampling, mainly due to gather information needed from members of population who are eligible to conveniently give out information needed to conduct the study.

4) Validity

According to Sekaran and Bougie (2013: 225), validity refers to the usage of appropriate measuring instrument for a certain concept that is to be measured purposefully. There are three types of validity test to be carried out, which are as follows:

- a) Content validity, measures whether the questions listed on questionnaire are representative and according to the concept.
- b) Criterion-related validity, measures individuals differently according to the criterion determined to be predicted.

c) Construct validity, measures how properly the result of study is whether it is in accordance to the theories of designed test.

5) Reliability

According to Sekaran and Bougie (2013: 225), reliability is used as for measuring whether the instrument used to measure concepts is consistent. In order to measure reliability, Cronbach's alpha needs to be obtained by the means of using SPSS. If the number of Cronbach alpha shows 0.60 it shows a poor result, whilst 0.70 is just acceptable, and exceeding 0.80 is considered as good.

As for the distribution, the number of questionnaires is determined by the number of question given multiplied by five (Heir, Black, Babin and Anderson, 2010: 102) Bakeaway will distribute the questionnaires in around Pantai Indak Kapuk area specifically, but also not closing the possibility to other parts of Jakarta. The questionnaire will consist of ten respondents profile and forty questions regarding the market condition to support the feasibility study, and will be distributed and collected in June 2016.

As for the sample size, Bakeaway will use six factors to determine, which are research objectives, confidence interval, confidence level, variability of population, cost and time constraints, as well as the size of population (Sekaran and Bougie, 2013: 246). Whilst validity and reliability-wise of questionnaire result, SPSS will be used.

b. Observational Method

Observation defined by Sekaran and Bougie (2013: 130) is the process of collecting data by examining behavior, actions, or events without asking respondents directly. To add, the concerns of observation involve watching, recording, analyzing and interpreting. Not only will questionnaires be given out, but observation near the bakery establishment will also be conducted, which is in Pantai Indah Kapuk. On site observation will help to find out about customer's behavior, surrounding competitors, and such by which the information will be used to support in determining the business plan.

c. Unstructured Interview

According to Sekaran & Bougie (2013: 118), unstructured interviews will have respondents be questioned in a non systematical order or unplanned sequence. The reason behind unstructured interview lies in the desire to gain more information about things which needs to be further analyzed or due to its uncertainty. As for bakeaway, respondents who are considered as expertise in the bakery or pastry field might be up for this interview, to further find out about the current pastry or bakery trends in Indonesia, or particularly Jakarta.

2. Secondary Data

According to Sekaran and Bougie (2013:36), secondary data are the data that have previously been gathered by other person and hence the researcher is able to use the existing data without collecting it personally. Sources for secondary data are books, journals, website, articles and others. Several secondary data presented within this business feasibility study are obtained from textbook, online books and data, government publication data, and statistical data from reliable organizations.

As for this business feasibility study, the most common source of secondary data that will be used are textbook as a means to describe definition of bakery, pastries as well as to support background for the bakery concept.

Official online government data is also used in determining the number of population of Jakarta as well as specifically North Jakarta area to see the potential of business thriving. Also, the economic growth, customer's spending power and business opportunities. The sources of secondary data used for this business plan will be listed down in the references part.

D. Theoretical Conceptual Review

1. Hospitality Industry

Hospitality industry offers service and facilities for people are travelling away from home (Barrows, Power, and Reynolds, 2012:4). The hospitality industry has the responsibility to cater the wants needs of those people who

are away from home. To further understand about the hospitality industry, there are six distinctive characteristics of hospitality industry according to Fitzsimmons, Fitzsimmons & Bordoloi (2014: 14-18), which are as follows:

a. Customer participation

Every customer has different satisfaction level according to their own point of view. Hence, in order to have the service maintained, customer participation should be involved, such as having the design facility in order for customers to engage.

b. Simultaneity

In order for the service to be delivered, production and consumption should be done at the same time. Referring to the need of having customer to be present at the same time as when the service provider is delivering the service.

c. Perishability

The inability to store or keep service is called perishability, since it will be gone and expire if not consumed or used. This happens to hotel rooms where it will experience a loss for the night if the room is left unoccupied.

d. Intangibility

Services are basically not physical, which means customers could not

touch it or even see it before experienced. The key issue to assure customers to experience the service is only by showing through tangible cues, since services are ideas and concepts in short.

e. Heterogeneity

As customer's satisfaction and expectation toward services always vary, this contributes to the variety and wide range of service the service providers can offer.

f. Nontransferrable ownership

Service can not be possessed or transferred. Hence, every and each service delivered are exclusively for one customer at a time to be consumed, although it could be used for quite a period of time, be it physical asset, human labor, and also technology.

2. Tourism

According to Cook, Yale, and Marqua (2010: 6-7), the tourism industry is categorized into six different sectors which are as follows:

- a) Accommodation, including bed and breakfasts, condominium properties, timeshares, conference centres, hotels, motels, recreational vehicle parks, as well as campgrounds.
- b) Attractions and entertainment, including heritage attractions, commercial attractions, and live entertainment. These categories

even have more choices to offer such as museums, zoos, aquariums, amusement parks, gaming, shopping, and even sporting activities.

- c) Food and beverage, involves establishment that provides food and beverage such from fast food to fine dining restaurants, also pubs, bar.
- d) Transportation, is the lifeblood of tourism divided into three broad categories which are on land, over the water, or in the air.
- e) Destination, falls into categories such as seasonal and non seasonal, as well as limited development and high level of development. From guest retreats, cruise ships, spa, and even to casino. Destination is the final stop for tourist as a means to escape from their dreadful monotonous daily routine, as well as relaxation, recreation and entertainment.
- f) Travel agencies, serves as a bridge between tourism service suppliers and travellers to provide crucial information and sales.

3. Food and Beverage Industry

According to Mukherjee (2006: 1), food and beverage service refers to the process of making, transporting, serving or distribute prepared food to establishments such as restaurants or hotel. Mukherjee (2006: 1) also added that food and beverage industry is one of the largest and fast growing industry in the world. According to Davis, Lockwood, and Stone

(2012: 2), food and beverage sector which are, food that is served away from home, played a major role in the hospitality industry as well as in the economic sector.

According to Cousins, Lillicrap, and Weekes (2010: 2), food can be categorized based on country, types of cuisine, as well as particular specialty. On the other hand, beverage is mainly differentiated from whether it is alcoholic or non-alcoholic. Alcoholic may include cocktails, beers, spirits, and liquers. Whilst as for non-alcoholic, it includes mineral water, juice, carbonated drinks, tea, coffee, milk, and proprietary drink.

4. Types of restaurants

According to Meyer & Vann (2013: 5), types of restaurants are differentiated based on the service styles delivered to customers, which are as follows:

a) Fine dining

Fine dining or so called upscale restaurants will have customers to enjoy the best quality of food cooked by the most talented chefs. The food prepared are mainly poured down with skills and techniques only talented chefs are able to perform. The service delivered is exemplary, interior and atmosphere is designed for customers to feel comfortable. Range of price can be very high since everything from service until product is of high quality. For instance, Joël Robuchon's and Guy Savoy's restaurant are the epitome of fine dining.

b) Casual dining

In comparison to fine dining, casual dining has a much lower expectations. This is common in Chinese family restaurants where customers sit while server will take order and deliver the food to the table. The price will not be as high as of fine dining, it is still considered reasonable as the food ingredients are not particularly expensive and menus offered are more familiar.

c) Self-service

Unlike casual dining where patrons just sit down and served, self service guest will have to walk to counter to order food. Food may be delivered then to tables, or even guest needs to pick the food at the counter as well.

The range of price is considered low and this restaurant is typically also known as fast food restaurants. Mc Donald's and Domino's Pizza are the example.

d) Drive-in or drive-through

Customers tend to drive-through because they are in a hurry and do not have much time so they commonly take away their food to eat it on other place or even in their vehicle. Oftentimes, customers order food from their vehicle to the drive through window provided by restaurant. Burger King and Kentucky Fried Chicken (KFC) are example of drive-through restaurants

e) Combination of styles

This type of restaurant can be established based on one or two categories of

service styles. This type of restaurant is common in seafood restaurants, steakhouse, cafes, bistros, bakeries, theme restaurant and such. To set an example, Pizza Hut allows customers to sit down and have orders be taken by server while also enables customers to walk to the self-service counter to take the soup and salad.

5. Bakery or cake shop

Bakery or cakeshop offers breads, cakes, pastries or other baked goods for customers to indulge (Gisslen, 2013: 9) A head baker is the person responsible for the production of the bakery, as well as in charge of other employees in delegating tasks (Gisslen, 2013: 11). According to Gisslen (2013: 9-12), there are three types of bakery, which are as follows:

- a. Bakeries in restaurant and hotel, helps in preparing yeast based and baked goods, ice cream, dessert, breads and cakes. Kempis Deli and Union are the examples.
- b. Retail bakeries, refers to independent bakeshops and in-store bakery mostly found in grocery stores. Independent bakeshops mainly focus on one or two specialty product to gain reputation. Examples include the bakery in Carrefour as well as Bread Talk.
- c. Wholesale bakeries, refers to the mass production of bread with the use of automated and industrialized machineries to be distributed in a larger area. Example of wholesale bakery may include Sari Roti.

6. Menu Items

According to Walker (2014: 123), the type of restaurant will determine

the menu items that should be served. There are four basic classification of food menu items:

a. Appetizer and soups

An appetizer should have a goal to entice customers to order one, aside from entrées. Typical restaurants serve six to eight appetizers on their menu. The presentation should be attractive as it is commonly the first item customers see. Soup-wise, it may come down into thick, thin, cream, cold or chowder.

b. Salads

People now tend to opt salad as their starter before meal, considered as light appetizer. Even it could also be served as main course in the United States. The variety of salad items are numerous and the combinations are limitless. The top salad choices come down to Caesar salad and Cobb salad.

c. Entrées

Eight choices of entrées are the least number for a restaurant to put on the menu, allowing a minimum choice of cooking method. To create balance, the restaurant ought to provide one or two choice of dish from each, consisting of meat, pasta, poultry, seafood and fish category. For example grilled chicken and deep-fried chicken.

d. Desserts

Dessert that restaurant commonly offer include choices of fruits, pies, cakes, ices and not to mention, pastries. Unfortunately, not all restaurants are capable of hiring a pastry chef to produce high quality dessert, although dessert can boost average check and profit of a restaurant.

7. Dessert

According to Kronl (2011: 3) dessert is naturally a cultural phenomenon, unlike the craving for sweetness which is evolutionary. Dessert seems to be unnecessary, frivolous and also harmful if consumed too much. Kronl (2011: 14) also mentioned that dessert used to only be for the wealthy and upper class. Dessert is a sweet course or dish commonly served at the last course of a meal, although it is not always necessarily that way (Kronl 2011: 10). Types of desserts include creamy dishes, baked goods such as pudding, pies, cookies, doughnuts, ice cream, cakes and also breads.

8. Bread and Baking

Baking refers to producing bread, pastries, dessert, and other baked goods (Gisslen, 2011: 919). To add, baking is all about precision and accuracy as tad bit of variation might lead to a vast difference in the final result. It is considered a formula rather than recipe according to Gisslen (2013: 6) because most ingredients are always weighted beforehand. Bread is defined as food that commonly contains yeast prepared by moistening, kneading and baking meal or flour according to Rubel (2011: 8). It is nothing more than a baked dough with its most crucial ingredients which are flour, water and yeast

(Gisslen, 2013: 65). The people who produce breads are called bakers. Know that baking only comes down to the right measurement, ingredients, temperature and method.

9. History of Baking

The consumption of grains has made itself as the staple food for human since pre historic era. Grain is said to have sustained human life with the fact that it possibly was nearly the only food. Hence, it could be said that baking has been as old as the human race. It all started out thousands of years ago by gathering wild grass seeds and grinding it in between stones. (Gisslen, 2013: 3)

a. The first grain foods

Eastern Mediterranean region was the place where early development of grain mostly started out. Human started to use cooking utensils and most probably grains were prepared by toasting, pounding with rocks, and mixing with water to create a paste. As time goes by, pre historic people noticed that the paste could turn out to be a flat bread if it was placed on a hot stone. Unleavened flatbreads made out of grain paste were called to be the first stage of bread development. As time elapsed, prehistoric people started planting out seeds that they soon found out to be the easiest to process. Due to this findings, modern bread could come into existence.

b. Ancient leavened breads

Considered accidental, the first leavened bread was found due to leaving

grain paste for quite some time, as yeasts were forming and fermentation took place. With this finding, the people learnt and used yeast to make breads. The Egyptians pioneered in mass production bread where the bread is mainly made out of barley and other grains. Followed by the Greeks in five or six hundred years BCE using enclosed ovens heated by wood fire to bake breads. The Ancient Romans then made pastries by mixing it with honey and oil several centuries later. As the Romans spot the first bread mass production, it is said that this led to the starting point of baking profession.

c. Baking in the middle ages

Profession of baking almost ceased after the fall of Roman Empire. During the Middle Ages, baking and pastry made its way back to become a respected job serving for the nobles. Only then could bread be made by Professional bakers. In the Middle Ages, law and regulations about certified bakers and pastry chefs are applied, where only the certified had the chance to produce and distribute. In the sixteenth century, apprenticeship program was established as a way to pass along baking knowledge for the generations to come.

d. Sugar and pastry making

Bakers started using sweet ingredients such as honey and dried fruits to be mixed in their dough, batter or cakes. Then in the 1400s, there was a separation between pastry and bakers as French chefs established a corporation for pastry. Hence, pastry chefs were more focused thus

resulting in the development of new various kinds of pastry products. In 1942, the European discovered another sweetener aside from honey, which are sugar and cocoa for the very first time from the Americas. With new sweetener ingredients on hand, numerous new recipes were created and the baking and pastry world had got more advanced.

e. Nineteenth to twentieth century baking

The nineteenth century was the start of modern baking, and Marie Antoine Carême helped in the creation of mindblowing sugar construction and pastry, as well as publishing his book regarding systematic explanation of art for pastry chefs. The nineteenth century was also a time where automated technology advances to help bakers make breads easier, such as the findings of roller milling to mill flours. In addition, higher protein flour was found planted in North America, supporting the production of white bread.

Entering the twentieth century, technology has tremendously advanced such as refrigeration, ovens and air transportation to distribute ingredients, affecting the bakery and pastry industry more than ever.

f. Modern baking

With all the technological advancement from nineteenth until present time, it supports the production of breads and pastries. The demand for breads and pastries keeps on increasing despite the fact that a fraction of baker and consumer agreed on the flavorless baking. This is due to how industrialized baking is now, it became more refined, standardized and the old traditional

flavor had seemed to be gone. With that having said, bakers still ceaselessly seek for improvements by experimenting and research to search for flavor and reach a whole new level of baking.

10. Japanese bread history and baking

According to Smil and Kobayashi (2012: 21-22), bread was first introduced in Japan by the Portuguese in 1543, but it the result of the approach was not very significant. Bread is *pan* in Japanese, from the Portuguese *pão*. Later in the late 1850s, the reintroduction of bread came across into Yokohama as a means to supply the Western diplomatic and trade posts. Then in 1869, Kimura Yasubei opened the first Japanese-owned bakery called Kimuraya, with is famous product *anpan* (bread filled with *an*, sweetened red bean paste). Kimuraya also introduced *manjū* (steamed wheat or rice product) which is not considered bread, but rather a sweet bun. Starting from *manjū*, now bakeries across Japan offer wide range of *pan* topping (such as classic, and pickled cherry blossom) and fillings (such as chocolate, custard, curry and even pork cutlets). Japanese-style bread and baking are largely influenced and adapted from both Western and French style (Goldstein, 2015:374). Although most of Japanese baked goods are mainly considered as a combination of Western's native taste. From cream puffs adapted from French *choux a la crème*, and to *anpan* from Western style confections. Now Japan produces around 1.25 metric ton of bread annually, with almost one third of it as sweet bread. Bread in Japan is eaten almost as widely as rice (Japan Times, 2013), and is considered as the ultimate comfort food (Japan Times, 2015).

Japanese bread is sort of a combination of cake and bread, it is very soft, sweet and white (Rutherford, 2015). This is because the type of flour that is used by Japanese bakers is commonly soft and dense, thus giving the bread a texture like those of soft milk bread (Ingram and Shapter, 1999). Most of Japanese bread is made with sponge and dough method, resulting in sweet smelling loaf with elastic texture, and good biting quality (Charalambous and Inglett, 2012: 39). According to Media Indonesia (2016), Indonesians prefer soft textured bread, instead of European's hard and tough crust. Therefore, Japanese bread will pleasantly suit Indonesian's taste.

11. Chemical ingredients and Preservatives

a. Flour treatments and additives

Flour millers does significantly affect the quality of flour used for dough making and baking. This is why bakers tend to lean on additives and add them to flour to gain the desired flour quality.

1) Bromation and alternate methods for oxidizing

Having to wait for breads to oxidize or ferment seems to be create a loss and inhibits bakery from generating maximum profit (Amendola and Rees, 2003: 14-15). Natural oxidation does not always come out with a predetermined and standardized result. Thus, bakeries turn to potassium bromated as a means to strengthen dough, reduce duration of fermentation, lowering down times of mixing dough, and eventually

leads to faster processing. Potassium bromated is commonly added in flours, also known as bromated flours. In the early 1990s, potassium bromated has been a suspect that might lead to carcinogen.

2) Aging and bleaching

A freshly milled flour does not work cooperatively in baking bread, as the gluten is still considered weak and inelastic (Gisslen, 2013: 60). Aging flour for months will result in stronger and more elastic protein, and whiter in color. Bleaching flour helps in getting rid of xanthophyll, commonly known as carotenoid pigment, which gives flour a tad bit of yellow color (Amendola and Rees, 2003: 15). Not all bleaching flour can both age and bleach flour, such as benzoyl peroxide which does not help in oxidizing flour. Whilst on the other hand, chlorine dioxide, chlorine and acetone peroxide take part in both bleaching and aging flour. Oxidation improves dough strength. Industrial-scale bakeries tend to purchase chemically bromated or bleached flours as it can minimize fermentation and mixing times, as well as enabling dough to cope with high speed mixing. This is highly unlikely for artisan breadmaking companies. People are still concerned whether bleaching agents might affect health risk (Gisslen, 2013: 60)

3) Other additives/improves/conditioners

Some flours lack of beta amylase enzyme which aids in converting starch into sugar, which is a major problem since yeast only feeds on sugar and not starch (Amendola and Rees, 2003: 16-17). The

enzymatically unstable flour can gain reach its balance state by adding calcium phosphate to boost baking powder's leavening action. Cake flour happens to have the lowest vitamin, thus to replenish, enriching it with vitamins, acids, and iron might help.

Gisslen (2013: 60) also added, dough conditioners or commonly known as dough improvers, are added for yeast products as to improve development of gluten, supports fermentation of yeast, and slow down staling process.

b. Chemical leaveners

According to Gisslen (2013: 81), chemical leaveners refers to those that give out gas due to chemical reaction.

1) Baking soda

According to Amendola and Rees (2003: 43) baking soda is one powerful alkaline leavener ingredient that reacts to acidic batter or dough. Bubbles are usually formed and liquid batter tends to thicken. Too much baking soda might leave an aftertaste. Note that baking soda has an expiry date as moisture in the air deteriorates its strength as time elapsed.

2) Cream of tartar

Cream of tartar or also known as potassium acid tartare, actually came from tartaric acid, by-product of wine production. First of all it is not a leavening agent, but when it comes into contact with baking soda, it

neutralizes, and give off carbon dioxide. Its main job is to stabilize beaten egg whites, such as making meringues, or to sugar syrups to avoid crystallization or to make invert sugar.

3) Baking powder

Baking powder does not only act as a leavening agent, but also neutralizes, does not change pH of batter and does not leave an aftertaste. It is made up of few different leaveners. Commercial and industrial bakeries tend to opt for this leavening agent as it can have a double acting power which prevents batter to shrink during baking and to prevent collapse of the cake. A way to test a good baking powder is by stirring in hot water for it to give out hissing or fizzing sounds.

Ammonium bicarbonate can not be separated from the production of cookies and crackers. It leaves a smell of ammonia if not baked properly for the smell to evaporate during the baking process.

c. Artificial sweetener

Artificial sweetener according to Amendola and Rees (2003: 62), does not carry any nutritional value. Aspartame is way sweeter than sugar, having the fact that it can not react with heat very well, it is usually incorporated in frostings and fillings. It is agreed that aspartame might lead to headache and even brain tumor

Alitame and saccharin also had a similar role as a sweetening agent but they are not commonly used, unlike aspartame.

d. Preservatives

Preservatives are mainly used in breads to minimize microbial growth (Cauvain and Young, 2007: 278). Preservatives keep bread fresh at room temperature up to three or four days and even longer, unlike bread that does not use preservatives might go stale in only one or two days (Mendelson, 2005:159). The common types of preservatives used in food are propionic, sorbic and benzoic acids. Propionic acid happens to be used in bread preservation as it inhibits molds and spores, but not yeasts. Therefore, sorbic acid is seen as a more effective preservative as it inhibits both molds and yeasts, used in fine bakery products, confectionary and bread. Common preservation methods for bakery products uses weak-acid preservatives, including benzoates, propionates and sorbates. As a matter of fact, these preservation methods are known for its harmful effects (Rosell, Bajerska, and El Sheikha, 2015:143). Now customers prefer bread with good taste and texture, as well as long shelf life without the use of artificial preservatives (Hui, Goddik, Josephsen, Nip, and Stanfield, 2004:730).

12. Theoretical conceptual review implementation

Knowing the fact that food and beverage industry play as a major contributor in the hospitality industry, the prospect of opening up this bakery seems promising. Bakeaway will apply combination of style service which are self-service system, where customers get choose bread of their choice in the table counter and bring them to the cashier to make payment, as well as

casual dining service where customers get to sit just and enjoy their bread and get to order few beverage options of their liking served by server.

Bakeaway will only basically sell a variety of Japanese-style bread along with beverages. The tangible uniqueness lies on 100% natural ingredients used where there will no preservatives added in bread making. This bread concept may appeal to those people who are concerned with what they eat and even health. Not will only customer get to enjoy delicious and good quality bread, but they are able to enjoy it guiltlessly.

