

CHAPTER I

INTRODUCTION

A. Main Idea

Indonesian culinary is one part of Indonesia's wealth. The development of Indonesian culinary continues to grow, starting from the variety and diversity of tastes, as well as technology that supports culinary production and expands the distribution of products so that they are easily accessible to consumers in order to provide a memorable experience for customers in enjoying Indonesian culinary.

Sorghum flour, as a local ingredient that is rich in nutrients, gluten-free, and environmentally friendly, offers great potential to be processed into healthy and innovative culinary products. Sorghum flour actually is one of the Indonesian staple food for people in Nusa Tenggara Timur (NTT), a province in the eastern part of Indonesia. However, for a long time, its popularity is keep on decreasing because people in the area prefer to eat rice rather than sorghum. This case is happening in almost all area in Indonesia, causing the country's dependency on imported rice and wheat from other country. This situation has not only raised concerns over food security but also neglected the potential of local crops.

Referring to the abovementioned, it is important to give more attention to various local staple food like sorghum, as a solution for food independency. This oversight has disadvantaged local farmers who struggle to find stable markets for their harvests. Additionally, public awareness about alternative grains like sorghum remains low, despite its numerous health benefits and compatibility with sustainable agricultural practices. Therefore, the idea of Satoe Rassa as a gluten free grab and go bake shop is not only to provide healthy food but also to boost up the popularity of sorghum as one of the local food of Indonesia. This is to address the issue about lack of viable market for sorghum-based products. Not only that, using the

sorghum flour will also promote the healthy eating habits among Indonesians. Having said that, "Satoe Rassa" is here to meet this need by presenting a variety of healthy breads, cakes, and snacks made from sorghum.

Related to the culinary aspect, public awareness of the importance of a healthy lifestyle continues to increase. Food products based on natural ingredients and gluten-free are now the main choice, in line with the trend of healthy eating. The needs of healthy eating has also become important for people with special health condition such as:

1) Celiac disease conditions

In people with celiac disease, consuming gluten can damage the lining of the small intestine and interfere with nutrient absorption. Celiac disease is an autoimmune disorder that when consuming gluten, can trigger an immune response that damages the lining of the small intestine. People with celiac disease should completely avoid gluten to prevent complications and improve their health.

2) Allergy to gluten

It is not a celiac condition, but in some people can experience symptoms similar to celiac disease when consuming gluten. Allergies to wheat can be tested through medical tests. Allergy tests usually include skin tests, small amounts of gluten protein are given to the skin and then observed for allergic reactions such as rashes or swelling. Blood tests can also be used to detect the presence of specific antibodies that are produced when there is an allergic reaction to gluten. In addition to allergies, it can also be due to gluten sensitivity, allergy tests show negative results, but medical symptoms appear after gluten consumption. There is no specific test for this sensitivity because there is no clear biological t. Usually, the diagnosis of gluten sensitivity is obtained from the results of niteni itself. When the body is in a weak state and often recurrent pain, by eliminating

gluten from intake, a person no longer experiences gastrointestinal symptoms, for example.

3) Dermatitis herpetiformis Condition

Herpetiformis dermatitis is a skin condition associated with gluten sensitivity. It causes an itchy, blister-shaped rash and is often associated with celiac disease. Adopting a gluten-free diet can help manage this condition.

4) Autoimmune disorders

Some people with autoimmune disorders such as rheumatoid arthritis or Hashimoto's thyroiditis (inflammation that occurs in the thyroid gland), find that a gluten-free diet helps manage symptoms or reduce inflammation.

5) Irritable bowel syndrome (IBS)

Some individuals with IBS conditions or other digestive conditions report improvement in their symptoms when following a gluten-free diet. However, not everyone with IBS needs to avoid gluten, and the benefits can vary from person to person.

6) Neurological conditions

Some studies suggest that gluten sensitivity may be related to some neurological conditions. Such as, headaches or migraines that occur after consuming foods that contain gluten. Other symptoms, for example, peripheral neuropathy, involve damage to peripheral nerves, which causes symptoms such as numbness, tingling, and weakness in the extremities. There is some evidence pointing to a potential link between gluten sensitivity and peripheral neuropathy. There is also gluten ataxia, which is caused by difficulties in muscle coordination and balance. This is related to gluten sensitivity and can improve with a gluten-free diet. Gluten sensitivity can also affect cognition. Such as, brain fog conditions, difficulty concentrating, and memory problems.

7) Health goals

Apart from the consideration of certain medical conditions, the choice to adopt a gluten-free diet, also with the consideration of the body condition becoming more fit and good, this can be found in people who choose a diet low in carbohydrates, sugar and other diets that support body health.

8) Weight management

Wheat-based products tend to contain a lot of calories and can lead to weight gain if consumed in excess. Switching to alternative flour or reducing wheat consumption can help in managing your weight.

9) Blood sugar control

Processed flour can cause rapid spikes in blood sugar, which should be a concern for people with diabetes or who are trying to keep blood sugar stable.

10) Nutritional benefits

Some alternative flours, such as sorghum flour or jewasut flour, may offer additional nutritional benefits compared to wheat. For example, almond flour is a good source of both healthy fats and protein. Sorghum flour has a high fiber and antioxidant content.

11) Culinary experiments

Switching from flour can be triggered by culinary curiosity or a desire to try new recipes and explore different flavors and textures.

12) Environmental reasons

Wheat and other grains used for the production of wheat flour require significant agricultural resources, including water and land. Some people may choose alternative flour that has a lower environmental impact, climate resilience, diversification of food crops, as well as reasons to reduce imported products, and absorb local production.

13) Genetic engineering

The wheat consumed now is no longer the same as it used to be. Modern food manufacturing, including genetic bioengineering, has made it possible to grow grains that contain up to forty times the gluten content of grains grown decades earlier. Modern gluten-containing grains are more addictive than ever. This can be felt when a sensation of euphoric pleasure appears after consuming sweet bread, scones, donuts, or croissants. Gluten breaks down in the stomach into a polypeptide mixture that can penetrate the blood-brain barrier. Gluten can bind to morphine receptors in the brain to produce feelings of pleasure, and the effects are addictive.

Satoe Rassa is a gluten-free bakeshop dedicated to providing high-quality, delicious baked goods that cater to individuals with specific dietary needs and preferences. The brand focuses on using natural and wholesome ingredients to ensure that customers with gluten intolerance, celiac disease, or a preference for gluten-free options can enjoy safe and satisfying treats. Satoe Rassa stands out not only for its commitment to health and quality but also for its mission to make gluten-free products accessible to a broader audience. By offering a wide range of baked goods at affordable prices, Satoe Rassa ensures that healthy eating is not just a luxury but an option for everyone. The brand combines innovation with a customer-first approach, creating a trusted name in the gluten-free market.

To support the initial idea, an interview with 3 (three) individuals with special condition health was conducted. The interviewees are the members of Autoimmune Community. The interview was conducted to get valuable insights that support the idea of opening Satoe Rassa, especially regarding the bakery's impact and the demand for gluten-free products. Below are the result of the interview:

Table 1

Result of Interview about The Idea of Satoe Rassa

No.	Questions	Responses
1	Do you think that opening a gluten free bakeshop will be helpful to so many people?	<ol style="list-style-type: none"> 1. The interviewee said that satoe rassa will be a helpful place to everyone that has a gluten free intolerance 2. The interviewee said that satoe rassa will be a good potential business besides they can still eat good without worrying their concern 3. The interviewee said that satoe rassa will help they with their allergy
2	Do you think that it is important to maintain a gluten. Free diet?	<ol style="list-style-type: none"> 1. The interviewee agreed that is important to maintain a gluten free diet. 2. To reach their dormant position related to their allergy, the should maintain a gluten free diet 3. The interviewee agreed that satoe rassa is reasonable, given the high quality of the products and admired the bakery's use of sorghum for its natural and local appeal. For them, the products helped with digestive issues and boosted their energy levels.
3	What would you like to see from satoe Rassa in the future ?	<ol style="list-style-type: none"> 1. The interviewee expect that satoe rassa will expanding their menu from dessert to bakery 2. The community expected that satoe rassa will held a cooking class in the future 3. One of the interviewee expected. That. Satoe rassa will open another branch in the future.
4	Do you think that are any potential to opening a satoe rassa in scbd area ?	<ol style="list-style-type: none"> 1. The interviewee agreed that scbd will be a very good location

Each respondent highlighted the importance of gluten-free offerings, particularly for those with health concerns. Respondent 1, who has gluten sensitivity, shared that they support Satoe Rassa idea that will be promoted through a local health group and appreciated the bakery's intention to give affordable prices compared to other gluten-free options. They also praised the use of sorghum, noting its nutritional value and local origin, which aligns with their preference for natural ingredients.

Respondent 2, who tries to maintain a gluten-free diet for health reasons, found the pricing proposed by Satoe Rassa is reasonable, given the high quality of the products and

admired the bakery's use of sorghum for its natural and local appeal. For them, the products helped with digestive issues and boosted their energy levels.

Respondent 3, who has celiac disease, emphasized the critical role that completely gluten-free food plays in their health. They appreciated the bakery's intention to provide quality and variety, particularly with its gluten-free offerings, which provided significant health improvements. They also highlighted the community impact of Satoe Rassa, believing that the bakery supports local agriculture and raises awareness about dietary needs.

During the interview, an array of product sample were provided so the interviewees can have an idea of about Satoe Rassa Products. The samples includes:

- 1) White Bread
- 2) Nastar Cake
- 3) Soft Rolls

All three respondents expressed satisfaction with the taste and quality of Satoe Rassa's products, with the first respondent likening them to regular baked goods in terms of flavor. They agreed that Satoe Rassa provides healthier, more affordable alternatives, especially considering the often higher cost of gluten-free products. In terms of future expectations, the respondents hoped to see more variety, including additional gluten-free bread, snacks, and even vegan or sugar-free options. Overall, the respondents believe that Satoe Rassa plays a positive role in the community by offering nutritious, accessible options that cater to those with specific dietary needs.

Related to the location, the three interviewees giving suggestions to open the shop in a place that are strategic with high accessibility. This consideration were taken because the growing healthy food market, coupled with the strategic location and high purchasing power will provides great opportunities for "Satoe Rassa". By taking advantage of healthy lifestyle

trends and the uniqueness of sorghum, this business can become a pioneer in providing innovative and delicious healthy culinary options in the region.

Based on the phenomena and some of the problems above, the author is interested in making products and activities related to trends and preferences of people who are starting to switch to a healthy lifestyle, by choosing food consumption that is safe for body health. The products to be made are confectionery in the form of bread and cakes, made from Gluten Free (Gluten and Sugar free).

A grab-and-go store concept is highly suitable for Satoe Rassa Bakeshop as it aligns with the busy lifestyles of its target customers while promoting its mission of offering affordable, gluten-free products. With pre-packaged breads, pastries, and desserts made from local ingredients like sorghum, Satoe Rassa can cater to health-conscious individuals who prioritize convenience without sacrificing quality. By setting up in high-traffic areas such as SCBD, the grab-and-go model allows customers to quickly purchase their favorite gluten-free items with minimal waiting time, making it an ideal option for professionals, commuters, and urban residents. This concept not only enhances accessibility but also reinforces Satoe Rassa's commitment to providing nutritious and locally inspired treats to a broader audience.

A grab-and-go store is a retail concept designed for convenience and speed, where customers can quickly purchase pre-packaged food, beverages, or other products without needing extended interaction with staff. These stores typically focus on efficiency, catering to busy individuals who need fast service and minimal waiting times.

Grab-and-go is a retail and service concept designed for customers who want to purchase items quickly and efficiently, without the need for extended interactions or waiting times. This concept is particularly popular in food and beverage businesses, such as cafes, bakeries, and convenience stores, where speed and convenience are highly valued.

Key Characteristics of Grab-and-Go:

a. Quick Service

The primary focus is on minimizing the time customers spend selecting and purchasing items. Products are pre-made, pre-packaged, or ready for immediate consumption, enabling fast transactions.

b. Self-Service

Customers typically help themselves to items displayed in easily accessible areas, such as shelves, counters, or refrigerated units. This eliminates the need for extensive interaction with staff.

c. Portability

Grab-and-go products are designed to be portable, making them convenient for customers who need to eat or drink on the move. Examples include sandwiches, wraps, pastries, salads, beverages, and snacks.

d. Streamlined Layout

The physical setup of a grab-and-go establishment is optimized for efficiency. Items are displayed prominently with clear labeling for easy browsing, and the checkout process is straightforward, often with multiple payment options.

e. Target Audience

The concept caters primarily to busy individuals, such as professionals, students, or commuters, who value speed and efficiency over a sit-down dining experience.

f. Technology Integration

Many grab-and-go businesses incorporate technology, such as self-checkout kiosks, mobile payment systems, or pre-order apps, to further streamline the customer experience.

Benefits of Grab-and-Go:

a. Time-Saving

Ideal for customers with limited time, such as those on lunch breaks or rushing between meetings.

b. Convenience

Combines accessibility and ease of use with high availability of products.

c. Adaptability

Suitable for various locations, from office hubs to airports, and can serve high volumes of customers during peak hours.

d. Cost-Effective for Businesses

Requires fewer staff members and less floor space compared to full-service establishments.

Overall, the grab-and-go model is a modern solution to meet the demands of fast-paced urban lifestyles, balancing convenience and quality for time-conscious consumers.

B. Purpose of the Business Feasibility Study

The purpose of this business feasibility study is to assess the viability of establishing Satoe Rassa Bakeshop as an affordable gluten-free bakery that uses local ingredients such as sorghum. This study aims to evaluate various aspects of the business, including market potential, operational feasibility, financial sustainability, and resource requirements. It seeks to determine whether the concept of offering healthy, gluten-free baked goods at accessible prices can meet the needs of the target market, particularly in urban areas such as SCBD, where demand for health-conscious products is growing.

Additionally, the study explores how Satoe Rassa can differentiate itself by combining affordability, quality, and local wisdom, ensuring that the business not only succeeds commercially but also creates a positive impact on the community by promoting healthier dietary choices and supporting local agriculture. Through this comprehensive evaluation, the

study aims to provide actionable insights and recommendations to guide the successful implementation and long-term sustainability of the business.

1. Feasibility Business Target

a. Marketing Aspect

- *Target Market Identification:* Establish a clear understanding of the target audience, focusing on health-conscious individuals, people with gluten intolerance, and professionals in urban areas like SCBD.
- *Brand Positioning:* Position Satoe Rassa as an affordable, gluten-free bakery that uses local ingredients such as sorghum to promote health and sustainability.
- *Customer Acquisition Goals:* Attract at least 200 repeat customers within the first three months of operation.
- *Sales Channels:* Implement a combination of grab-and-go retail outlets, partnerships with local coffee shops, and online delivery platforms to increase accessibility.
- *Marketing Campaigns:* Launch an awareness campaign on social media and in local health communities to promote the unique value of gluten-free, locally sourced products.

b. Operational Aspect

- *Production Capacity:* Set up facilities capable of producing 200 units of baked goods daily to meet initial demand projections.
- *Supply Chain:* Secure reliable suppliers for gluten-free ingredients, particularly sorghum, ensuring consistent quality and supply.
- *Equipment and Technology:* Invest in specialized baking equipment for gluten-free production to maintain efficiency and avoid cross-contamination.

- *Process Optimization*: Develop streamlined production and packaging processes to support the grab-and-go model for quick customer service.
- *Location*: Establish the first outlet in a high-traffic area such as SCBD to maximize visibility and convenience.

c. Organizational Aspect

- *Team Structure*: Build a core team consisting of a bakery manager, skilled bakers, marketing personnel, and customer service staff.
- *Training Program*: Provide specialized training for bakers and staff to ensure knowledge of gluten-free production techniques and customer handling.
- *Organizational Culture*: Foster a culture of innovation, quality, and customer satisfaction to align with the brand's mission.
- *Growth Plan*: Develop a clear roadmap for scaling operations, including expanding the product line and opening additional outlets.

d. Financial Aspect

- *Startup Investment*: Allocate an initial budget of Rp.1.000.000.000 for equipment, rental, and marketing expenses.
- *Revenue Target*: Achieve monthly revenue of 30% within the first six months of operation.
- *Profit Margin*: Maintain a minimum profit margin of 25% on all products by optimizing costs without compromising quality.
- *Breakeven Point*: Reach the breakeven point within 12 months of launching the business.
- *Cost Management*: Ensure efficient use of resources and implement regular financial reviews to keep expenses under control.

- These targets provide a structured framework for evaluating the feasibility and success of Satoe Rassa Bakeshop from various critical business perspectives.

C. Business Feasibility Analysis Methodology

The methodology is important because it provides a structured approach to gather accurate and relevant data needed to evaluate the feasibility of the business. Tools like questionnaires, surveys, and interviews help understand customer needs, market demand, and competition, while financial data collection ensures the business is economically viable. By combining qualitative and quantitative insights, this methodology minimizes risks, identifies opportunities, and ensures informed decision-making for the successful establishment of the business:

1. **Questionnaire:** Develop and distribute questionnaires to target customers to gather insights about their preferences, purchasing behavior, and interest in gluten-free products.
2. **Surveys:** Conduct surveys within the target market, focusing on customer demand, price sensitivity, and awareness of gluten-free options.

Interviews: Perform interviews with potential customers, community members, and industry experts to gain qualitative insights into market trends and customer expectations.

3. **Observation:** Observe customer behavior and preferences in similar businesses or high-traffic areas like SCBD to identify potential opportunities and challenges.

Secondary Data Research: Analyze industry reports, market statistics, and competitor strategies to understand the broader market landscape.

4. **Financial Data Collection:** Collect cost estimates for equipment, ingredients, operations, and marketing to prepare a comprehensive financial analysis. This

methodology combines qualitative and quantitative approaches to evaluate the feasibility and potential of the business comprehensively.

D. Conceptual Business Review

1. *Definition of Grab-and-Go (Satoe Rassa)*

The grab-and-go concept at Satoe Rassa emphasizes convenience by offering pre-packaged gluten-free baked goods such as bread, pastries, and desserts that are ready for immediate purchase. This concept caters to busy professionals and health-conscious customers in urban areas like SCBD, where time is a priority. Customers can quickly select their favorite products without waiting for preparation, making it an ideal option for those on the move.

2. *Definition of Gluten-Free*

Gluten-free refers to food products that do not contain gluten, a protein found in wheat, barley, and rye. Satoe Rassa focuses on creating gluten-free baked goods using sorghum and other alternative flours, making the products safe for individuals with gluten intolerance, celiac disease, or those seeking healthier dietary options. The bakery ensures that its products meet strict gluten-free standards to cater to this growing market segment. Gluten-free products are considered healthier for those with gluten sensitivities or digestive issues, as they can reduce bloating, improve digestion, and lower inflammation. Satoe Rassa incorporates sorghum, a local grain that is naturally gluten-free and rich in fiber, protein, and essential nutrients. This adds an extra layer of health benefits, making the bakery's products not only safe but also nourishing. By avoiding refined flours and promoting natural, wholesome ingredients, Satoe Rassa provides healthier alternatives to traditional baked goods.

3. *Types of Business*

Satoe Rassa operates as a specialty bakery focusing on gluten-free baked goods with a grab-and-go business model. This hybrid approach combines the quality of artisanal baking with the convenience of pre-packaged products. The business targets health-conscious individuals, professionals, and people with dietary restrictions, aiming to balance affordability, health, and taste. Its mission is to make gluten-free living accessible to a wider audience while supporting local agriculture.

4. *Technical Aspect*

Satoe Rassa relies on advanced baking equipment designed for gluten-free production to avoid cross-contamination. The use of high-quality, locally sourced ingredients like sorghum ensures the freshness and nutritional value of the products. The bakery also invests in eco-friendly packaging to align with its sustainable mission. Additionally, a well-organized production workflow is implemented to maintain efficiency and consistency in the grab-and-go model, ensuring customers receive fresh, high-quality products every day.

5. *Operational Aspect*

Operationally, Satoe Rassa prioritizes strategic location and streamlined processes. The first outlet is planned for a high-traffic area like SCBD to maximize visibility and accessibility. Daily production is managed efficiently to meet demand while minimizing waste. Reliable partnerships with local suppliers ensure a consistent supply of gluten-free ingredients like sorghum. By focusing on a robust supply chain and effective operations, Satoe Rassa can maintain product quality and customer satisfaction.

6. *Management*

The management structure of Satoe Rassa includes a bakery manager, skilled bakers trained in gluten-free production, and customer service staff for daily operations. Specialized training is provided to all team members to ensure they understand gluten-free standards and the importance of maintaining quality. The management team emphasizes

innovation and customer satisfaction, fostering a supportive and efficient work environment. Leadership focuses on achieving the brand's mission of delivering affordable, healthy, and delicious gluten-free products to the community.

Conclusion

Satoe Rassa's conceptual business model combines innovation, health consciousness, and convenience. Through its grab-and-go concept, focus on gluten-free products, and use of local ingredients like sorghum, the bakery caters to a growing market of health-conscious individuals and those with dietary restrictions. By integrating strong operational practices, technical expertise, and a well-structured management team, Satoe Rassa is poised to succeed as a unique and impactful business in the urban food market.

