

# Business Image Improvement

*by* Wahyu Mushollaeni

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## **Business Image Improvement and Quality of Products of Meatballs Household Business and Catering**

### **ABSTRACT**

**1**  
Meatballs household business by Cak Sam and Flamboyant Catering are business groups of society which have been economically productive household-scale enterprises in the area of Malang, East Java. Both of them have been running for nearly three years. However, they still need guidance and mentoring effort in terms of production and business management. Currently, they have collaborated to improve the productivity of businesses. They also help each other in efforts in disseminating information about each of them to their customers. They have the same determination to change the fate of a poor farm worker into an entrepreneur. The image of business in society will increase when confidence increases. If public confidence increases, the number of consumers will increase. When the product is offered more diverse and has a guaranteed quality, the product sales will increase. Promotion and dissemination which are interesting and informative will be able to provide information to the public about the type of products in which the business will be more developed. Some programs made to achieve these goals were technical assistance and guidance through the provision of appropriate technology packages in the processing of products, improvement of promotion and training of sanitation and hygiene. The training done at the manufacture of various breads and also traditional and modern cakes. These activities had also been carried out by training of making creative meatballs. These activities had provided results in increased revenue and productivity from both businesses. Revenue increased to 70% due to the increasing number of orders and store foods that require products from both industries. Public response to the products is better as the means of promotion is getting better and more diverse products are offered with more affordable price.

**Keywords:** entrepreneurship, household-scale enterprises, productivity, revenue, business image improvement

### **1. INTRODUCTION**

**1**  
Meatballs household business by Cak Sam and Flamboyant Catering is a food-processing business group synergy. Flamboyant Catering business often utilize the service of Cak Sam's meatballs to provide meatballs at community events and vice versa. Cak Sam efforts help spread information about Flamboyant Catering. They have a same dream to change the fate of a poor farm worker into an entrepreneur. The great desire of the business group of Cak Sam is creating a kind of meatballs which are different from others by using composite materials and unique shapes. This composite materials consist of meat, fish and vegetables. The results of the initial survey on consumers meatballs by Cak Sam, showed that consumers wanted a creative kind of meatballs made from healthier ingredients, such as fruits and vegetables. In addition, the shape and appearance of the product should be designed to be more attractive. Another problem is the lack of information about the products. The similar conditions is also faced by Flamboyant Catering. This business consists of female housemaids. Their expertise background in cooking dishes of Java and surrounding culture which still holds the traditions of Java results in a catering business which always thinks optimistically. The community around

flamboyant catering business is an area where is quite densely populated. The Java Native dominance mostly Javanese tradition still holds that traditional ceremony. However, because it is still less information about the catering products, it results in low number of order yet. Based on the initial survey on the customers, the results expressed satisfaction by the food ordered especially with the fairly cheap price and timeliness of booking. Customers also want Flamboyant Catering to provide a kind of more modern food and cakes.

Under the conditions of the two types of business, it seems that both businesses still need assistance and guidance in terms of production, management and marketing effort. Cak Sam really hopes that the realization of the more productive business with the development and diversification of the type of healthy meatballs, meatballs creation, and the shapes should be more attracting. Flamboyant Catering also hopes to the establishment of independent businesses, so that they can be stopped as housekeepers and turn into entrepreneurs. Therefore, this program was designed to provide assistance and find solutions to the needs of the businesses

## **2. LITERATURE SURVEY**

Currently the field of food industry is growing along with the increasing of human needs and lifestyle of food products. Every human being also has different wants and needs of foods that will be consumed. This development encourages the creation of various types of food products that can meet consumers' tastes (anonymous, 2001). The existing food industries ranging from household to industrial large industry, try to create a variety of food products raw material, size, shape and style. The raw materials used come from almost all agricultural products ranging from horticulture crops, legumes and cereals group, plantation crops and forestry, livestock and fishery products. Consumers really want practicality in consuming foods, want foods consumed have smaller size than the existing size. Consumers also want forms and models of existing food products to be more attractive and creative thus the products are impressed newer and not monotonous. This development efforts are included in the design and product development activities. This product development is a core activity in the food industry so that the industry and its products can survive among the same kind of food industry (Azad, 2010; Barbara and Peter, 2003). In addition, food product is not only the factor which always has to follow the development and desires of consumers, health factor and product hygiene are also needed.

Nowadays, consumers do not just want the chemical quality of the product, but also take into account to the level of cleanliness and health effect of the products they consume. Consumers will take into account to the cleanliness of the food that will be consumed because they are already aware of the dangers of food borne illness. Food hygiene also relates to food safety. Food which is safe to consume is food which does not contain the biological, chemical, physical and microbiological dangers. Therefore, food processors must avoid their products from contamination of environmental factor, wrong material handling, and contamination of workers (Griffith, 2000; Selamat and Hasan, 2000). Consumers prefer a clean appearance for food products, and also food vendors with a clean look and clean equipment used when selling. If product hygiene cannot be guaranteed or doubtful, consumers will tend to not choose the product (Bonatai, 2003).

The other factor affecting the purchasing power of consumers is the outer appearance of the product i.e. its package. Currently package gives a great significance to the success of a product sale, including food product. Package can serve as a promotional means for the product. Stimulation of shapes, colors, sizes, writing, marks, images and

other components in a package can influence the consumer's decision to purchase a food product (Ahmed et al, 2014; Rundh, 2005; Underwood, 2003; Silayoi and Speece, 2007).

### 3. RESEARCH METHOD

The study was held in the district of Malang, East Java during February to June 2015. The activities of the study were conducted in mentoring and coaching on both businesses in terms of production, management, and marketing effort. The process of mentoring and training lasted for five months, while the coaching process continue until now. Mentor in this activity is 3 team members, two entrepreneurs in the field of pastry and meatballs, and 4 students as a companion. Total mentor in this activity is 9 people. The food processing training was conducted at process engineering laboratory of agroindustrial department of tribhuwana tunggadewi university. The training materials were various such as processing cookies, cakes, traditional and modern cuisine. Overall, the activities aimed to improve the productivity of both types of business and make it more independent. The success of the program was recognized by the achievement of targets and indicators on output increase activity. Increased productivity in order to support the independence of this effort depended on the aspect of improving the business image in the community. The public business image would increase if the public confidence in the business also increased. If the public confidence increased, the number of consumers also increased. Initial survey was conducted on 100 customers of meatballs and 100 customers of catering. This initial survey was the first step conducted to determine the customers' needs. The survey was conducted by distributing questionnaires to each customer. These customers are customers who are accustomed to using the services of Flamboyant Catering and meatballs effort Cak Sam. Customers come from the area around the city of Malang and Batu. Fill quitionary most of them to find out the wishes of the customer to the product of Flamboyant Catering and meatballs industry Cak Sam so that product quality of both can be further increased. Based on the initial results of the customer survey, it was showed that the priority of solving the problems faced by the catering and meatball business groups was achieved with skills of food production increase, production capacity increase, improvement of business management through improvement and remodeling means of promotion and marketing, quality of improved sanitation and hygiene.

The stages of the program undertaken include improving food production through the development of skills and the creation of types of food products which are more creative and innovative, increasing production capacity with the procurement of the supported equipments. The stages also made management improvement efforts through the improvement and promotion arrangement in forms of leaflet and poster, business analysis training for simple small-scale industries, improved methods of dissemination to the public of the products offered, and improved sanitation and hygiene.

### 3. RESULTS AND DISCUSSION

The programs made included technical assistance and coaching through increasing skills and production capacity, training for packaging and storage-of-product, promoting and improving means of socialization, and training for sanitation and hygiene products. The activities in each program were aimed to obtain the solutions to the consumers' needs and demands. The cooperation between the two types of these efforts had been well established. The second principle of this type of business is if the consumer needs are met and consumers are satisfied with the resulting product then the image will increase and productivity will also increase. If the business is more productive, the income will also increase. Cooperation of two businesses showed better results compared with a business carried on by an individual. An increase in the number of customers and revenue.



Increasing the level of cleanliness because the workers have learned the importance of health for consumers. Before the training, the workers did not wear gloves during food processing. but now, always use gloves when they are processing products.

The initial analysis of the consumers showed that the rate level of consumption by 50 consumer was often (53%) with frequency of two to four times each week. The consumers had reason that meatballs had become typical food or favourite food with good taste and affordable price for all levels of society and especially for students. Meatballs with various kinds had peculiar taste and did not tend to be boring for consuming. However, the consumers also stated that the hygiene offered also became one of the compelling reasons for the consumers to choose and buy meatballs. The consumers preferred to buy meatballs sold by the way of touring around the settlements because the level of practicality. Based on an analysis of the needs of consumers, shows that consumers want the meatballs are made from materials that are more nutritious food such as meat and fish mixed with vegetables. Additionally, meatballs should be consumed safely and free from chemicals or additives which are dangerous, for example borax, formalin, food colorings and monosodium glutamate which are not excessive. The consumers also expressed their readiness to buy and try new meatball products which are more innovative, healthy and safe.

The type of promotion which was more effective to introduce new products of meatballs was direct promotion (64%) by including the product example, so that consumers could immediately try and provide a response to a new form or flavor of the meatballs offered. In addition, the form of promotion which could support the introduction of new product types of meatballs was by distributing flyers or leaflets (14%) of information about the product advantages compared to the similar products which already exist. The initial analysis on meatball consumers can be seen in Figure 1. Based on the results of this analysis, we conducted a follow-up in the form of training to improve skills and knowledge of the meatball product types which are more innovative or meatball development of the existing products.

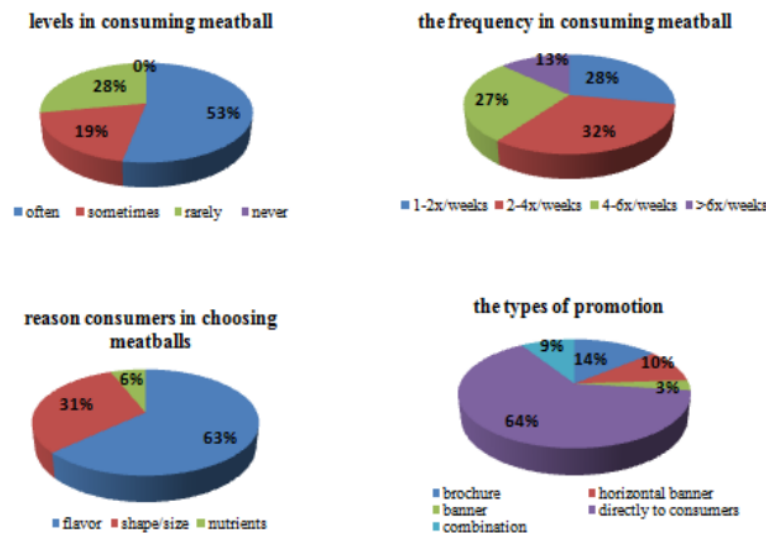


Figure 1. The results of the initial survey on meatball consumers

The trainings that have been given to the Flamboyant Catering and meatballs industry Cak Sam has resulted in a more diverse types of products they can produce. Various types of cakes and dishes have been able to be produced by Flamboyant Catering. Various types of meatballs made from raw materials that have a high nutrient but

191 has a reasonable price, it has been able to be made by Cak Sam. This product is called  
192 creative meatballs. The combination of tofu, mushrooms and fish meat is the most  
193 preferred types of meatballs and become a favorite meatballs. Meatballs unique shape has  
194 to be created by Cak Sam, such as boxes, forms of love, oval, and round in the super  
195 large size (Figure 2).. Cake produced is also more diverse, such as pastries and flour  
196 made from raw mocaf of catfish. Kind of pastry is more nutritious and suitable given to  
197 children, because of its nutrient content is very good for the growth that is essential amino  
198 acids such as lysine and tryptophan.

199 Creative meatball is the development of a form of meatballs in general. These  
200 creations are box shape, long shape, and chapped shape. Healthy meatball type is the  
201 type of meatball using fish meat or chicken meat or beef and vegetables or a mixture of  
202 several kinds of meat. Food products containing composite materials or containing more  
203 than two kinds of materials have more advantages. The advantage is not only to increase  
204 the food diversity and economic value of products, but also can improve the nutritional  
205 value of products (Igene *et al.*, 2012).



208  
209 Figure 2. The example of vegetable meatballs by Cak Sam  
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211 The coaching and mentoring of meatball sanitation and hygiene included how to  
212 use the meat grinder in a safe and clean way, use plastic gloves when shaping meatballs,  
213 use safe equipments for the products as well as do periodic replacement of the washing  
214 water, provision of clean water and adequate soap when selling. Worker hygiene during  
215 the process and meatball seller had shown better results. During the process of making  
216 meatballs, the workers had been using plastic gloves. The clothes used by the workers  
217 were also clean and tidy to prevent contamination. Other good practices were doing the  
218 sorting of all materials used for making meatballs and ensure that all materials do not  
219 contain foreign substances or objects such as grains of sand or small pebbles, pieces of  
220 plastic, pieces of paper; always cleansing the body before the process, always washing  
221 hands before the process, cleaning the equipment and process environment before and  
222 after use, and using clean clothes when selling. Efforts to improve the sanitary conditions  
223 were very important to provide health care and product hygiene for consumers. Sanitation  
224 in food products associated with efforts to avoid the danger of contamination of food  
225 products ranging from raw materials to the distribution process. The sanitation activities  
226 related to the effort to control the temperature during the process and the level of hygiene  
227 of workers (Schmidt, 2014). The donation of equipment to help increase the productivity of  
228 businesses in the form of minced meat machine and additional equipment for making  
229 meatballs had good impacts. The meatball-making process becoming faster, kept clean,  
230 and more economical could be used to grind raw materials in small quantities.

231 The equipment related to high temperatures also had used stainless steel material  
232 making it more robust, heat resistant, and not easily to be corrosive. Stainless steel is a  
233 type of material for food processing equipment. This type of material is suitable for all

234 kinds of food products and beverages. This material is known as a strong, corrosion  
235 resistant, and durable. In addition, other advantages if we use an equipment made of  
236 stainless steel are it is more hygienic, it does not affect the smell and taste of processed  
237 products as well as easy to clean. Based on the NSF International Standard for Food  
238 Equipment (1998), a material made of stainless steel should contain minimum 16% of  
239 chromium. However, its use must be really good and supervised. Stainless steel materials  
240 should be ensured so that the quality will not affect the products processed (North Star Ice  
241 Equipment Corporation, 2011).

242 The banners and posters were installed at the business location and the  
243 neighborhood where the products were sold (selling), while leaflets were distributed at the  
244 selling, surrounding community and exhibitions. The socialization effort done by Cak Sam  
245 was by selling the meatballs in the market area and involving the campus activities, so the  
246 number of orders increased. Overall, the activities had been shown to result in improving  
247 the business productivity. Promotional product plays an important role in increasing the  
248 number of sales. As well as any other products, if it cannot attract consumers to buy the  
249 product, the product can be considered fail. The types of promotional products include  
250 advertisement on newspapers, magazines, or in the form of posters and leaflets, free  
251 product samples and special price. Promotional product is essential to provide important  
252 information on the product and product advantages to consumers. This promotion is a  
253 form of marketing strategy (Food South Australia; Sheperd, 2003).

254 The questionnaire results of the initial analysis showed that 42% of respondents  
255 from Flamboyant catering often used the catering services with reservation frequency of  
256 one to two times a month. The products which were the most popular and frequently  
257 ordered from the catering services were mainly the variety of modern cakes and birthday  
258 cakes. As many as 57% of respondents were willing to use the services of flamboyant  
259 catering because of the good service, on time, good taste, and affordable price. Based on  
260 the results of this initial survey, it had been followed up by providing training and donations  
261 of equipment to increase the production capacity. It also provided banners, leaflets, and  
262 stickers of the products.

263 The various types of traditional and modern cuisine that had been able to be  
264 produced by the flamboyant catering resulted in the increasing number of orders from  
265 students, rice stalls, and surrounding communities. Storage and materials for packaging  
266 were also informed to add knowledge about the importance of saving raw materials and  
267 remaining ingredients in a closed condition and protected from insects and rodents. The  
268 materials containing oil should be kept away from excessive light exposure, hot sun, and  
269 too humid conditions in order to avoid rancidity. The examples of Flamboyant Catering  
270 products can be seen in Figure 3. The impact of these activities is increasing revenues.  
271 The increasing number of orders and the increasingly vast area of marketing has resulted  
272 in increased revenue. Revenue has risen very well, reaching 70%, so that the two  
273 businesses of this community feel greatly assisted from programs and activities that have  
274 been carried out.

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Figure 3. The examples of flamboyant catering products

#### 4. CONCLUSION

Training provided to workers in the catering and meatballs industry has increased the knowledge of the processing of food products better, so that the products become more diverse. A wider range of processed products has resulted in increasingly diverse product sold so that sales and earnings increases. Revenue increased to 70% due to the increasing number of orders and store foods that require products from both industries. Promotion is becoming increasingly well with the leaflets, banners and posters. The level of hygiene products are also getting better because the workers have realized the importance of health and hygiene products for consumers.



# Business Image Improvement

## ORIGINALITY REPORT

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