

**FINAL PROJECT OF BUSINESS PRACTICE**

**“ALIBABA FROZEN FOOD”**



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**FACULTY OF BUSINESS AND ECONOMICS  
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YOGYAKARTA  
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# **ALIBABA FROZEN FOOD FINAL REPORT OF BUSINESS DESIGN**

A Business Plan

Written and submitted to fulfill the final exam requirements to obtain a Bachelor's Degree in the Department of Management, Faculty of Business and Economics, Islamic University of Indonesia

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**2023**

## PLAGIARISM FREE STATEMENT

"I hereby declare that in writing this thesis entitled "Alibaba Frozen Food," there is no work that has ever been submitted to obtain a bachelor's degree at a university and to the best of my knowledge there is also no work or opinion that has been written or published by another person, except referred to in writing in this text and mentioned in the references. If in the future it is proven that this statement is not true, then I am able to accept any punishment/sanction according to the applicable regulations".

Yogyakarta, 05 May 2023

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**APPROVAL SHEET OF BUSINESS IMPLEMENTATION FINAL  
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**FINAL PROJECT OF BUSINESS PRACTICE**  
**“ALIBABA FROZEN FOOD”**

**A BACHELOR DEGREE THESIS**

By:  
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on September 22, 2023 and Declared Acceptable

Board of Examiners  
Examiner I



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September 22, 2023

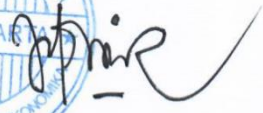
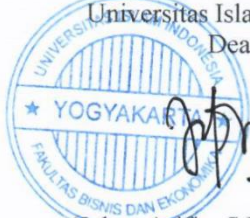
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## **MOTTO**

*“Dan bersabarlah. Sesungguhnya Allah beserta orang-orang yang sabar.”*

**(QS Al-Anfaal : 46)**

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Assalamu'alaikum Warrahmatullah Wabarakatuh Alhamdulillah Rabbil'alamin, all praise and thanks be to Allah SWT, who has given His mercy and guidance. Blessings and greetings are always bestowed on the Prophet Muhammad SAW, who has become a good role model for all of his people, so that the author can complete the final project of business design with the title: "FINAL PROJECT OF BUSINESS PRACTICE ALIBABA FROZEN FOOD" properly and smoothly, to fulfil the graduation requirements and obtain a Bachelor of Management degree in the Management Study Program, Faculty of Business and Economics, Islamic University of Indonesia.

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## **ABSTRACT**

Alibaba frozen food is a micro-business that provides Middle Eastern food, including kebab, dates, honey, saffron, and very good-quality spices. By selecting wholesome and healthy cooking ingredients, consumers may enjoy Alibaba frozen food items without worrying about coming into contact with anything untoward. Alibaba Frozen Food consistently seeks to adapt to the circumstances, such as the COVID-19 pandemic when Indonesia's economy was struggling. During the pandemic, Alibaba Frozen Food provided free delivery service with a strict protocol so that consumers may enjoy the products without worrying about contracting the COVID-19 virus. Additionally, the products for sale are nutritious to prevent excessive consumption, and the use of sugar and frying oil is restricted.

## **ABSTRAK**

Alibaba frozen food merupakan usaha mikro yang menyediakan makanan khas Timur Tengah antara lain kebab, kurma, madu, saffron, dan rempah-rempah dengan kualitas yang sangat baik. Dengan menawarkan barang dengan kualitas yang mampu bersaing dan menjadi pilihan utama konsumen, perusahaan ini membedakan diri dari para pesaingnya. Dengan memilih bahan-bahan memasak yang sehat dan sehat, penduduk setempat dapat menikmati makanan beku Alibaba tanpa khawatir akan bersentuhan dengan hal-hal yang tidak diinginkan. Alibaba Frozen Food secara konsisten berupaya beradaptasi dengan keadaan, seperti wabah COVID-19 ketika hanya sedikit orang yang meninggalkan rumahnya dan ekonomi Indonesia masih terpuruk. Dengan adanya pembatasan tersebut, Alibaba Frozen Food memberikan kemudahan kepada masyarakat dengan memberikan gratis ongkos kirim dengan protokol yang ketat sehingga masyarakat dapat menikmati produk tersebut tanpa khawatir tertular virus COVID-19. Selain itu, kami menjual produk dan nutrisi bergizi lainnya di beberapa produk kami yang menggunakannya. Untuk mencegah konsumsi berlebihan, kami juga membatasi penggunaan gula dan minyak goreng.

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## **Report Systematics**

### **Chapter I : Introduction**

This chapter presents background, business aims, business advantages, and the range of business models, business concepts, and report systematics. The background includes the reasons, chances, and formation of business concepts that are implemented based on relevant facts and theories. The section on business aims and benefits discusses the objectives and advantages of the company. There is information on the space and restrictions of the business model in the section on the business model's scope. What, who, where, when, why, and how to build this company model are all addressed in the business ideas section.

### **Chapter II : Business Analytics and Role**

This section discusses value proposition, business model design, and business implementation and development planning, part of business analysis and design. The value proposition component includes a value proposition canvas and a five-force porter analysis of the industrial market. The business model canvas is discussed in the section business model design. Then, the part on planning for implementation and business development explains how to execute the business model canvas.

### **Chapter III : General Report on the Implementation of Activities**

Chapter III presents a general report on the execution of business activities, including business implementation and company profiles. The business field, business location, and business development are discussed in the profile part. Meanwhile, the business implementation covers a number of topics, including operations/production, human resources, marketing, and finance.

## **Chapter IV : Identification and Troubleshooting**

Chapter IV comprises three sub-chapters problem identification, theoretical review, and problem rectification. The issues highlighted in the problem identification section are those that business people often come across. People are informed about the theories or method utilized to solve the problem in the problem-solving phase

## **Chapter V : Conclusions and Recommendations**

This chapter presents conclusions and recommendations which include how to implement business in general, how to implement functional aspects, how to solve the issues raised in Chapter IV, and the suggestions for the students planning to enter the business world or work in a related field of business.



# CHAPTER I

## INTRODUCTION

### 1.1 Background

Businesses in the eastern food market are clearly attractive. Beside the good taste, the price is significantly reasonable than other western food. The price has been calculated, and it will benefit the middle-income consumers. This is a high-potential market to pursue, as well as the market for the snack products that we offer.

People`s food preferences in Indonesia have evolved and growth. This is shown in the data that Grab has demonstrated a rapid growth in monthly F&B business numbers in Indonesia. Data shows that the increase reached more than 65% in 2020, when the pandemic hit, compared to 2019.

The traditional food in the middle east countries around the world may act as the foundation for people who live within this area. People`s identity, culture, and tradition can be seen during the presence of food. Sustaining heritage is important considering the acknowledgment that the next generation should have toward their past, hence continuing the practice of consuming traditional food as it acts as a significant reminder of the culture and identity. Middle-Eastern traditional food is known for its exotic, rich, and aromatic flavours that may be present in both daily and special occasions. However, consumer perception toward traditional food within the Middle East has changed due to globalization along with business and marketing. Consumer perception and relevance of Traditional food consumption in these countries, along with future prospects and awareness efforts to sustain the presence of traditional food, are also briefly outlined. (Savvaidis et al., 2022).

The culinary industry is growing in popularity in today's world. The food and beverage industry automatically has a strategic position in increasing passion or competition in the culinary business world, as evidenced by the many small businesses that have sprouted up in Bekasi, such as restaurants, cafes, and even online culinary shops, indicating that Bekasi can become a market for culinary entrepreneurs. As a result, it is suggested that businesses make use of online marketing because doing it offline might be outdated.

Online marketing can be done in a variety of methods on the internet like social media. Culinary businesses and endorsers may use social media to promote culinary products. Although it provides great opportunities for sellers or entrepreneurs, the competition to attract investors and consumers to the products is becoming increasingly fierce. As a result, Alibaba use product promotions or advertising to ensure that their products are seen by social media users who are potential customers.

## **1.2 Business Vision and Mission Statement**

### **1.2.1 Business Objectives**

1. Increase sales for the next 3 years.
2. Adding more variant menu.
3. Having a part-time/full-time job in marketing.

### **1.2.2 Vision Statement**

To become an eastern food company that dominates Indonesian markets with quality products.

### **1.2.3 Mission Statement**

1. To Build customer satisfaction
2. To cooperate with various business partners to provide benefits for all parties.
3. To earn profits in the next 3 years.

### **1.2.4 Keys to Success**

1. Providing the highest quality products.
2. Providing a fast response to online orders
3. Improving company branding.

## **1.3 Business Idea 5W + 1H**

### **1.3.1 What**

Alibaba Frozen Food is a traditional food from middle-east culture. The outlets are located in Bekasi and Jakarta areas. Alibaba contains various kinds of food, snacks, and also spices.

### **1.3.2 Where**

Alibaba Frozen Food is located in Bekasi and Jakarta area, which sells both products and services. In this case, Alibaba only provides free delivery service for orders based on both areas.

### **1.3.3 When**

Alibaba Frozen Food started its production in 2021. Despite the pandemic, Alibaba still manages to provide good products and give free delivery in certain areas.

Also, Alibaba is very adaptive to changes from offline-based to completely online-based.

### **1.3.4 Why**

Based on observation, a lot of people are enthusiastic about middle-east traditional food. The enthusiasm has encouraged to start a traditional middle-east food business based in Bekasi and Jakarta.

### **1.3.5 Who**

It is based on our customer segments, the people who are enthusiastic about traditional middle-east food products from young to old people.

### **1.3.6 How**

Alibaba Frozen Food provides middle-east traditional food. This business prioritizes quality products based on delivery services to help consumers during the Covid-19 pandemic, when people did not travel outside their homes. As sales are all online, Alibaba focuses on marketing on social media, especially Instagram.

## **1.4 Business Analysis**

### **1.4.1 Market and Industry Analysis**

A market is made up of individual consumers. Some markets are driven by fads in other industries, such as teenage apparel inspired by the sports or music industries. The U.S. Small Business Administration discusses that market analysis examines the market demand in relation to prices and product offerings, using consumer demographics and buying habits to identify trends. Industry analysis and market

analysis are both used by investors and corporate managers in the projection of corporate financial performance ("Analysis of the Entertainment Industry," 2014).

#### 1.4.2 Competition with Similar Product Companies Around Bekasi

The competition in this market between our business and other competitors is very open. Currently, many competitors sell similar products, but we provide what they don't provide, such as seasonings and ingredients. We also sell Albaik chickens imported directly from Mecca, so our consumers can order it by the pre-order order system. We also provide raw materials for people who want to cook the products by themselves. Our strategic competition is focuses on cost focus strategy because its attempting to give the lowest price while also attempting to target a specific market group with specific preferences and wants.

Rate based in 1 to 5 from worst to best

Factors	Alibaba Frozen Food	Agen Frozen Food Yumna	Al Barokah Frozen Food	Azam Food	Maryam Frozen Food
Product	4	3	2	4	4
Price	4	4	3	4	3
Service	3	2	3	3	3
Marketing	3	2	2	3	2

*Table 1. 1 Indications of Rating Competition between Similar Companies*

No.	Indicator	Analysis	Competition
1	Number of Competitors	There are several similar	Low

	(Local)	companies or stores, like Agen Frozen Food Yumna, Al Barokah, Azam Food, Maryam Frozen Food	competition (Few competitors)
2	Number of competitors (national)	In Indonesia, there are several similar brands, companies, and stores like Aljazeera, Abunawas, etc.	High competition (Many competitors)
3	Competitors with an average selling and average selling price of <30,000	There are 3 competitors with an average product selling price below IDR 30,000	Low competition (Few competitors)
4	Competitors with a price > 50,000	There are 4 competitors with an average selling price of products above IDR 50,000	Low competition (Few competitors)
5	Competitors with a price >100,000	There is 1 competitor with an average product selling price above IDR 100,000	Low competition (Few competitors)
6	Marketing strategy differentiation	There is a difference or differentiation in strategy for marketing	High competition (Many competitors)

*Table 1. 2 Indications of Competition between Similar Companies*

### 1.4.3 Entry of new competitors in frozen food market

When analyzing a given industry, all of the aforementioned factors regarding the threat of new entrants may not apply. But some, if not many, certainly will. Of the factors that do apply, some may indicate a high threat of entry, and some may indicate a low threat of entry (Porter, 1987).

According to Porter (1987), the threat of new entrants is the risk a new competitor creates for current companies within an industry. This occurs when a new company begins selling similar products or services as the existing company does.

No	Indicator	Analysis	Conclusion
1	Capital/investment requirements	The minimum capital requirement to start a business is IDR 3,000,000	High threat
2	Customer loyalty	Depending on the demands and consumers' preferences, customer loyalty is quite malleable. Also, depending on the caliber of the cook.	High threat
3	Access to distribution channels	Access to distribution channels is relatively easy, especially due to the location in the same city (Bekasi) and also online/ offline based business, so there are no	High threat

		large costs incurred to enter into distribution channels, such as social media and marketplaces	
4	Government policy	There are not many strict restrictions or laws that need to be enforced, and government policy in this industry is quite clear.	High threat

*Table 1. 3 Indications of the Entry of New Competitors*

#### **1.4.4 Development of substitution products**

Substitute products offer consumers choices when making purchase decisions by providing equally good alternatives, thus increasing utility. However, from a company's perspective, substitute products create a rivalry (Trinidad, 2019). The more enticing the price alternatives offered by replacement products, the stricter the restrictions on industry profits will be. The first stage in discovering alternative items is to find goods that can fulfill the same function as goods used in the business.

No	Indicator	Analysis	Competition
1	The level of need for substitute products	As the goods in this market merely differ in terms of the recipe or spices, there isn't a significant level of necessity for alternatives.	Low threat
2	Ease of obtaining replacement products	Obtaining replacement products is quite easy because there is a product	High threat



		that can replace the food in terms of quality and value	
3	Substitute product innovation	Product innovation in this industry is fast due to tastes of food and customer desires	Low threat

*Table 1. 4 Indications of the Development of Substitution Products*

### 1.4.5 Bargaining power of Suppliers

The bargaining power of suppliers directly competes with four other market forces: the bargaining power of buyers, the threat of new entrants, the threat of substitute products, and the overall competition within the industry. Within a competitive environment, each of these competitive forces has its own effect on industry analyses and business strategies (Porter, 1987).

No	Indicator	Analysis	Conclusion
1	Number and level of supplier domination	Suppliers are not dominated by 1 supplier, but there are 2 suppliers	The bargaining power of suppliers is moderate
2	Alternative suppliers	The company has 2 main suppliers and 1 alternative supplier with different product needs	The bargaining power of suppliers is low
3	Supplier's product quality level	According to observation before, the supplier's product quality level is high according to company standards	The bargaining power of suppliers is low

4	The level of supplier competition	Suppliers compete on price in a variety of products	The bargaining power of suppliers is low
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Table 1. 5 Supplier Bargaining Power Indication

### 1.4.6 Value Proposition Design

A company's value proposition is a crucial component that should be taken into account if customers are to choose its goods or services. Here is the value proposition canvas for frozen food on Alibaba :

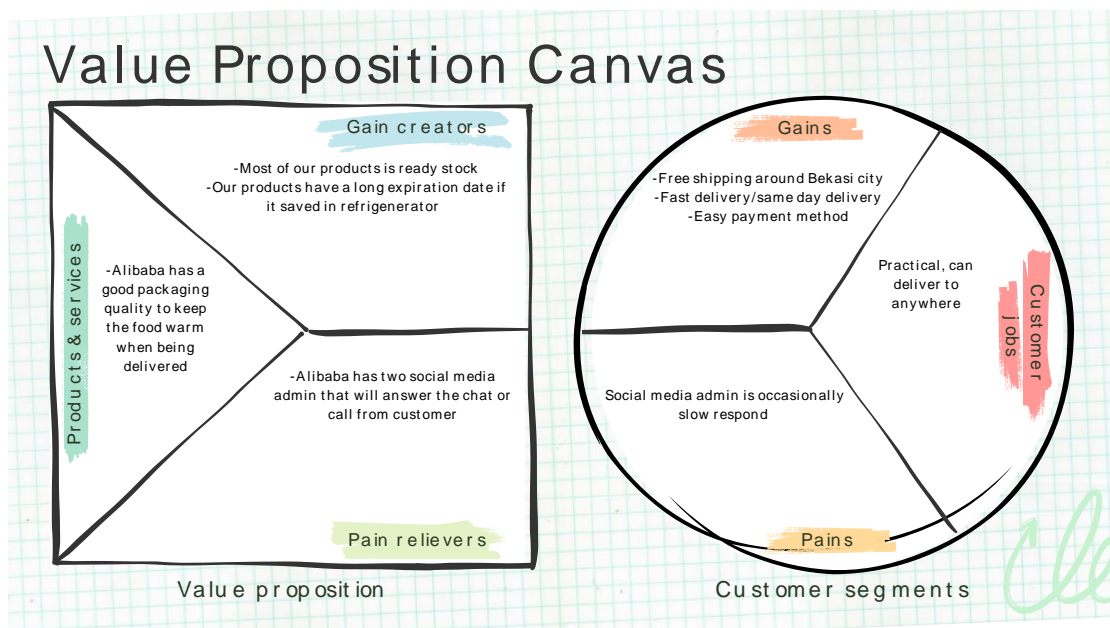


Figure 1. 1 Value proposition canvas for frozen food on Alibaba

- Product and Service:

Alibaba has a good packaging quality as it shown in figure 2.8 and 2.9 to keep the products still in a good condition when being delivered.

Pain Reliever:

- Alibaba has two social media admin that will answer the chat or a call from the customer.

- Gains Creator

Most of Alibaba's products is ready stock and has a long expiration date if it saved in refrigerator.

- Customer Gains

The shipping is free around Bekasi city and it can be a same day delivery. Alibaba has an easy payment method, it can be bank transfer, OVO, Gopay, and QRIS.

- Customer Pains

Alibaba social media admin occasionally slow response.

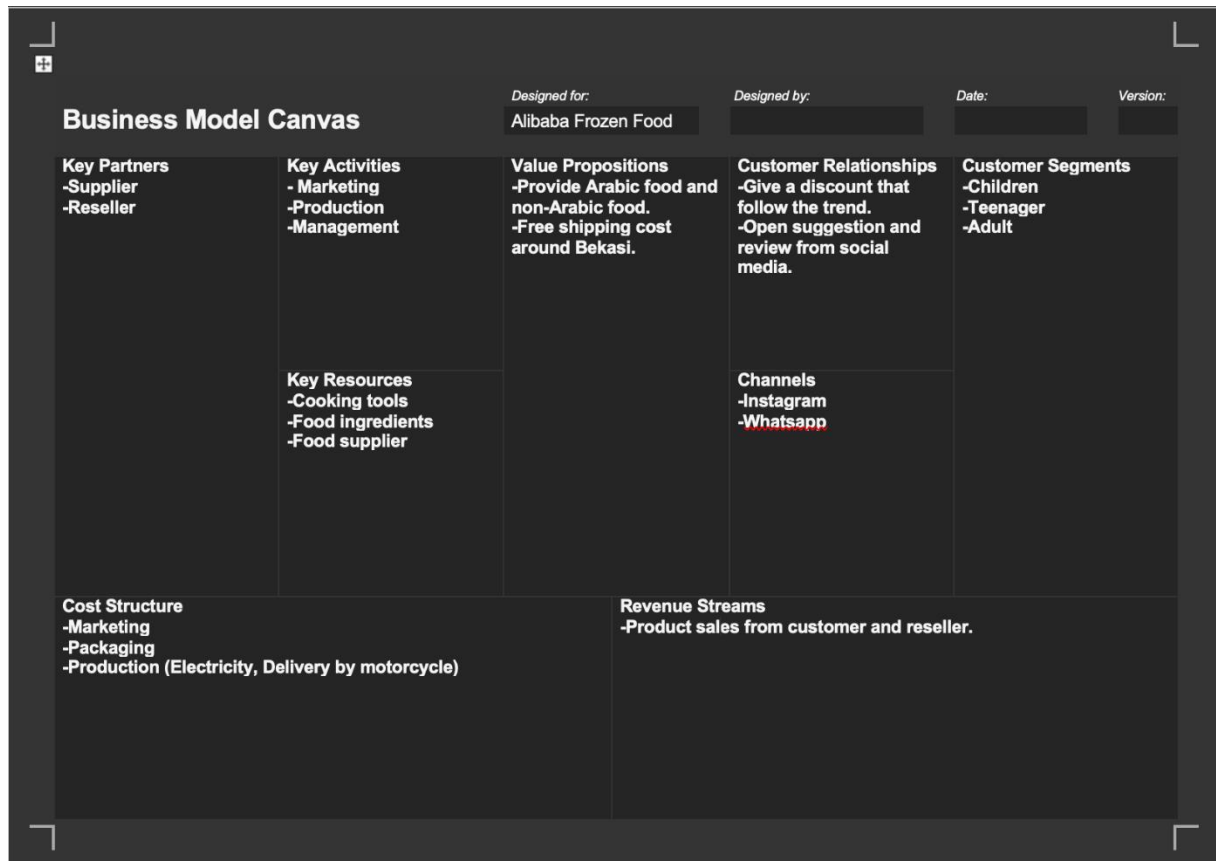
- Customer Jobs

Alibaba is very practical because we can deliver it to anywhere in Indonesia.

## **1.5 Business Model Design**

A business model is a method used by business people or companies to run their business or can be called in a position between business strategies and business processes. There are several business model analysis methods that are often used by companies or business actors, one of which is the Business Model Canvas. According to Osterwalder & Pigneur (2010), this business model has changed the business concept that was initially complicated to do to be simple to carry out. The business model is

divided into nine elements, namely: Customer Segments (Customer Segment), Value Proposition, Network (Channel), Relationship with Customers (Customer Relationship), Flow of Funds (Revenue Stream), Key Resources (Key Resources), Core Activities (Key Activities), Key Partnerships (Key Partners) and Cost Structure (Cost Structure).



*Figure 1. 2 Business Model Canvas*

### 1.5.1 Key partners :

Alibaba Frozen Food has two key partnership: the supplier and the reseller. The supplier, which is located in Bekasi, also offers good quality products and halal-based products. The reseller is from various people who want to resell our products.

### **1.5.2 Key Activities :**

Alibaba Frozen Food has two key activities in running the business. The marketing aspects, management aspect, and the production aspects. The marketing aspects are based on word of mouth, and marketing through social media such as Instagram. The production aspects are from what we buy from the supplier until we deliver to customers. The management aspect is to manage the financial, human resources, and marketing in the business.

### **1.5.3 Key Resources :**

Alibaba Frozen Food has three key resources for running the business – cooking tools, food ingredients, food supplier.

### **1.5.4 Value Proposition :**

Alibaba Frozen Food provides good quality Arabic culture food products and also non-Arabic product without preservatives and also provides free delivery service for the consumers who live in Bekasi.

### **1.5.5 Customer Relationship :**

Alibaba frozen food has three important aspects in customer relationships, namely by providing discounts, following market trends, communicating via social media. This aims to receive any complaints, criticisms or suggestions from customers.

### **1.5.6 Channels :**

Alibaba Frozen Food runs two active social media to date, namely Instagram and WhatsApp. These two platforms are used with different goals. Instagram for the marketing aspect and WhatsApp WhatsApp for the production aspect.

### **1.5.7 Customer Segments :**

Alibaba frozen food has customer segments mostly from young people ranging from 15 to 50 years old. Their occupations vary - students, college students, family, principally people who like Arabic food culture.

### **1.5.8 Cost Structure :**

In running the business so far, Alibaba frozen food has three cost structures - packaging, marketing, and production. For packaging, food should be packed in such a way as to keep it warm and safe to be taken away. For marketing, the company makes use of public figures as a product endorsement. For production is for the operation in the business such as electricity, shipping, and etc.

### **1.5.9 Revenue Stream :**

The revenue of Alibaba frozen food is from the product sales from customers and resellers.

## CHAPTER II

### GENERAL REPORT ON IMPLEMENTATION

#### 2.1 Business Profile

The culinary industry is on the rise as people are inclined to eat outside instead of self-cooking. It continues to grow in terms of product innovation and renewal of type of food products. Traditional Arabic cuisine, which has been produced since the old times remains to win a place in customers' hearts. Arabic cuisine is still in high demand by customers, and there are still many of them being offered on the market. Thus, the Arabic culinary sector has a sizable market size and proven potential up to this point.

Some examples of typical Arabic food that are high in demand and have good prospects are the shisha cafe business and also the many Abunawas food businesses. These businesses have proven that traditional Arabic cuisine is still in high demand. So, because of such high demand, this middle east cuisine is a very profitable business.

Alibaba frozen food has been established since 2021. This ethnic restaurant truly embraces the idea of Arabic cuisine by offering menu items like kebabs, pastels, canai bread, etc.

The word “Alibaba” named in a story as a poor but honest woodcutter who finds the secret of a thieves' lair and enters with the magical phrase "open sesame." The company anticipates that the distinctiveness of the brand name will help the usual Arabic food industry pique customers' interest and pique their desire to try the restaurant's menu items.

### 2.1.1 Business Logo



*Figure 2.1 Alibaba Frozen Food Logo*

The “Alibaba froz” logo makes it easy for potential consumers to discover out by staring at and reading the logo. The chef's hat emblem in the logo indicates that we sell great culinary goods. Brown and gold were chosen because they represent simplicity, a thorough natural feeling, order, strength, and durability. Gold, on the other hand, represents achievement, success, opulence, victory, and wealth.

### 2.1.2 Business Office

Alibaba's production business is located at Safira Cluster, Pekayon, Jalan Mayor, Jakasetia, South Bekasi.



## **2.2 Business Conduct**

### **2.2.1 Human Resources Aspect Review**

#### **2.2.1.1 Organizational Structure**

The management in this business is currently managed by two owners. But over time, there will be several targets that will be carried out, such as additional employees in the field of marketing. As this business grows significantly in the next several years, there will be an offline store that necessitates another human resource for the business.

Alibaba Frozen Food already has a management team with expertise in the company management, as well as employees equipped with training or experiences in the preparation of classic Arabic food and extra abilities in customer service. The team and management were established one month prior to the start of commercial activities, but candidates must first be hired in accordance with the necessary requirements. The establishment of the team and management takes into account the findings of the discussions as well as advice from business advisors who attended meetings at the owner's private house. The meeting was attended by business owners, business consultants, consultants, and staff. is the following is the business structure :

#### **A. Restaurant Owner**

A business owner should have knowledge of management, particularly marketing, as well as other skills, including processing production processes, managing human resources, and managing firm finances

#### **B. Business Consultant**

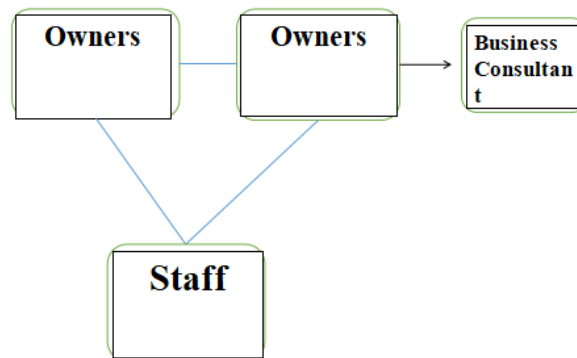
Business experts have more than 30 years of expertise in the food sector, particularly with Arabic cuisine's gourmet delicacies.

C. Staff 1 (Cooking) has abilities and expertise in handling food, particularly in Arabic specialties, and has worked as a chef at one of the typical Arabic cuisine catering businesses in Jakarta for more than a year.

D. Staff 2 (Delivery) has a jobdesk to deliver all the sold products to customer destination. The delivery process is using motorcycle.

Alibaba Frozen Food features a simple organizational structure that leads to easy supervision. Given that Alibaba Frozen Food is a newly-established company, it only has two workers. The owners are responsible for the street operations of the restaurant and liable to staff. Additionally, business owners has a business consultant, whose job is to offer helpful recommendations to make this restaurant business successful. Since one week before business operations, the business owner has created the organizational structure, working with business advisors while doing so in his own home restaurant.

### **Alibaba Frozen Food Business Structure**



*Figure 2. 2 Alibaba Frozen Food Business Structure*

#### **A. Owners**

In addition to having qualifications in management, particularly in the area of marketing, the business owners also actively participate in business seminars in Yogyakarta. They also have associated expertise in human resources, production, and finance.

## B. Business Consultant

Business consultants, particularly those that specialize in Middle Eastern or Arabic cuisine, with more than 30 years of expertise in the culinary sector.

## C. Staff

Having knowledge of managing food, especially Arabic cuisine, and having more than a year's worth of job experience as a chef at one of Jakarta's food catering services.

### **2.2.1.2 Recruitment Process**

In the process of recruiting, Alibaba Frozen Food hire a cooking staff and courier and uses two media to inform recruitment. The first thing to use is to paste a number of job advertisements in several strategic places. The second media is advertising the vacancy on social media, in this case Instagram. On the job vacancy, the positions needed, requirements, and qualifications are stated. After the prospective applicants complete the requirements, further step is interview. The interview stage is carried out in order that the owner can get to know the personality of prospective employees.

The questions put forward during the interview relate to everyday living, job experience, projected compensation, and benefits of prior employment. One week before the start of the business, the business consultants and owners participated in the interview process. The owner's home hosted the interview process.

In an interview, the interviewers should make interviews welcoming for applicants. Specifically, care must be taken to reduce the potential of harm by employees who feel rejected.

Following the completion of the interview phase, the next step is the decision making by the business consultants and owners. The decision is made one week after the interview and based on the outcomes of the interviews.

After that, the candidates are notified via phone. The messages comprise the acceptance/rejection decision, if approved, a notification will be issued when the candidate begins to work. if rejected, a statement explaining why the candidate does not meet the requirements will be included. This will explain the contract for the staff to work with company and usually this business aims six month contract for the staff.

### **2.2.1.3 Performance Appraisal System**

The performance review mechanism has been in existence since the Alibaba Frozen Food Company first started operations. Employees are able to retain productivity, professionalism, and accountability with the expected performance assessment system. One month prior to the start of commercial operations, the performance assessment system is created with the help of restaurant owners.

### **2.2.1.4 Compensation System**

The anticipation of compensation to be received by workers during the recruiting interview process is one of the factors that the management takes into account when putting together a compensation system.

One week before the start of business operations, the compensation plan is produced, taking into account employee expectations for remuneration as well as other factors, such as competing companies' compensation plans. One of the key components of Alibaba Frozen Food's HR is the remuneration structure, which helps to make workers feel valued and motivated to work. As a result, the owner determines the following forms of employee compensation:

A. 50% of compensation for performance

Every 3.5 months, rewards are given directly to workers whose performance meets or surpasses the established requirements (Pay for performance plan)

-Holiday compensation (THR)

Employees receive vacation pay for a maximum of two weeks prior to

Eid al-Fitr (1x salary).

B. Annual bonus

If the company achieves profit target (yearly profit), employees are given annual bonuses.

#### **2.2.1.5 Employee Training**

Employees have the opportunity to advance their knowledge, skills, and capacities at Alibaba Frozen Food. On-the-job training and off-the-job training are the two categories of training offered.

On the first, second, and third days after the start of business activities, Employees receive training on how to handle particular tasks, such as keeping the kitchen tidy and maintaining the cleanliness of the kitchen every time finishing an order and delivery. Additionally, the kitchen table must always be wiped down, and any spills must be cleaned up. The training is conducted by the owner.

Human resource training and development seeks to increase each employee's capacity to do their duties. With the fierce competition and the advancement of technology, employers are looking for employees who can stay up with rivals. Additionally, improved work performance will have a positive impact on the expansion of Alibaba Frozen Food's business.

### **2.2.1.6 Standard Operation Procedure**

According to Susanti et al (n.d.), SOPs are work procedures that are created in great detail to help all workers do their tasks as efficiently as possible in accordance with an institution, agency, or institution's purpose, vision, and goals. According to Syairozi (2021), the standard operating procedure (SOP) was developed to streamline the work process and produce optimal and effective outcomes. Standard operating procedures are made with a number of considerations, including references from other SOPs that have already been published in various media and considerations from the outcomes of discussions between restaurant owners and business consultants. Discussions of the SOP are conducted in the owner's private home. Alibaba Frozen Food places an emphasis on product quality while processing raw materials into food products. Processing is carried out in a clean and competent manner. The SOP from Alibaba Frozen Food is as follows:

#### **1. Preparing Product.**

This operation is often performed by culinary workers. Because it pertains to the standards and quality of the menu that clients will be offered. This method's standard operating procedure (SOP) contains the following:

- Create different and appealing meals that cater to consumer preferences and nutritional requirements.
- Provides high-quality ingredients from trusted suppliers.
- supervise kitchen employees to ensure correct cooking techniques and food safety protocols are followed.
- Ensure that all menu items are prepared and cooked to the quality and standards anticipated.

-Monitor and change portion sizes and prices in accordance with industry norms to ensure restaurant profitability.

## 2. Order meals and keep track of inventory.

-Kitchen personnel are also in charge of monitoring food and beverage stockpiles. It is vital to pay attention and check stock supply throughout this method. The following is an explanation SOP:

-Build connections with dependable and cost-effective providers to ensure material availability.

-Keep track of stock levels and expiration dates.

-Create and manage order schedules to ensure Alibaba has enough materials and other supplies.

-Conduct frequent inventory inspections and make necessary adjustments to orders to reduce waste and overstock.

## 3. Employee scheduling and management

Maintain thorough staff performance reviews as well as shift scheduling. An example of a SOP is as follows:

-Create and monitor employee schedules to guarantee that the alibaba is effectively managed in order to satisfy consumer needs.

-Train and oversee employees in carrying out their tasks and responsibilities, as well as give continuous assistance and direction.

-Conduct frequent employee performance reviews and give feedback and assistance to employees in order to help them improve and develop.

-Create and execute employee reward and recognition program to stimulate and boost workplace enthusiasm.

## **2.2.2 Overview Production/Operation Aspects**

### **2.2.2.1 Raw Material**

The raw ingredients used in Alibaba's frozen food might come from vendors, or the company purchases them on its own. The food ingredients that the company purchases itself are flour, sugar, and dough. Food ingredients such as backback chicken and canai bread are purchased from vendors. Since Alibaba frozen food product quality is our first objective, the company always makes sure the product quality from suppliers before starting this business. Therefore, the company is very careful in selecting the supplier. The typical price range for basic ingredients like rolled bread is between IDR 30,000 to IDR 70,000.

### **2.2.2.2 Production Facilities**

In order to support its manufacturing process, Alibaba's frozen food production plant both manufactures and purchases food from vendors in Bekasi. Supporting buildings, such as storage facilities, and packing are situated at Jl Mayor, Jakasetia, Bekasi Selatan.

### **2.2.2.3 Production Capacity**

The sales volume per day is an average of 5-10 sales a day, which means for a month 210 products are sold.

### **2.2.2.4 Production Process**

## **1. Production**

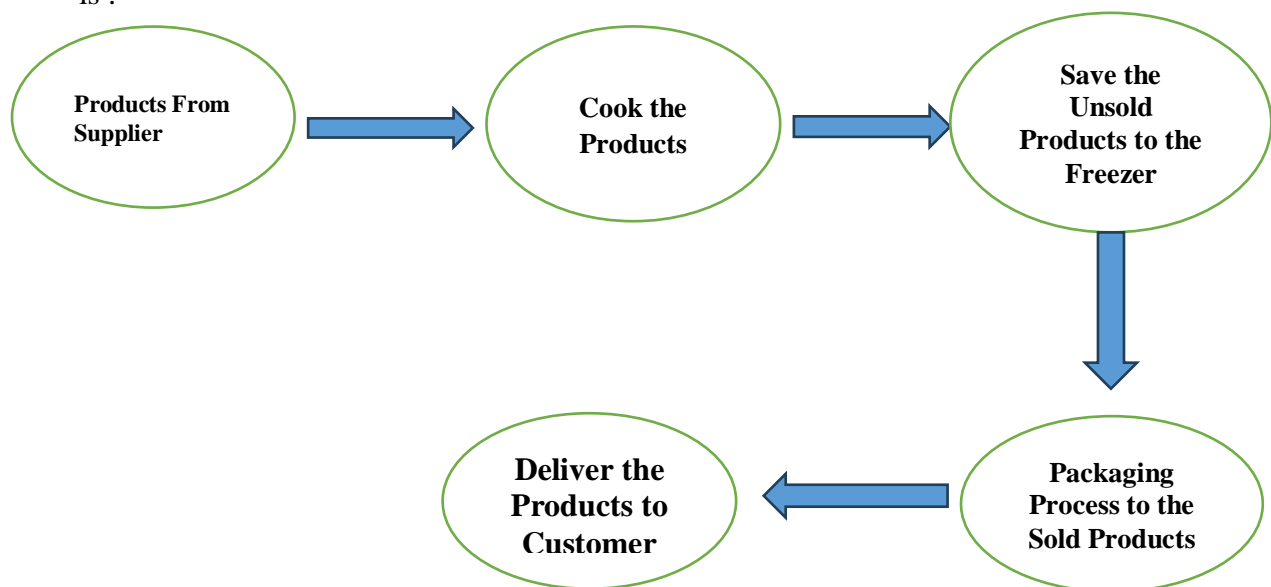
The chef staff purchases the raw materials in the morning from the market closest to the company site. The close proximity of the market to the business location



helps keep the raw materials fresh and reduces transportation expenses. After washing and cleaning the raw materials, the chef staff in the kitchen then do the manufacturing process. Following the completion of the cooking process, the ingredients needed are then processed, such as frying eggs and seasonings. Once cooking has finished in a big pot, move on to the next step. When consumers order items through the Gofood application, the staff prepares the orders, then cook them, and after that, the order is given to the consumer.

## 2. Manufacturing

At this moment, the manufacturing process is still conducted at home. So, the ingredients are stored and cooked at home. The first step in the manufacturing process is :



1. Purchasing products from suppliers
2. Cook the products
3. Save the unsold products to the freezer
4. Packaging process for the sold products

## 5. Deliver the products to the customer

### **2.2.2.5 Facilities**

Staff will be able to take orders more easily and comfortably if there are facilities such as a very proper kitchen for cooking. Additionally, when there are client orders, internet and mobile capabilities considerably assist the production process. Because hygiene is one of the crucial factors in the food production business, the kitchen's amenities are created to be as spotless as possible. Some facilities are provided to support business operation.

In providing the facilities and equipment, the company identifies needs with the following stages.

The first stage is surveying prices at several Bekasi-area retail malls. The owner decided to acquire some plastic furniture from a store on Jalan Galaxy after weighing numerous factors, such as the least price among several stores. This furniture would subsequently be employed as a need in business operations. The owner shops for electrical equipment at the Electronic Galaxy, which is a storefront on Bekasi's Jalan Galaxies.



Figure 2. 3 Alibaba's Kitchen

The restaurant's funds are used to finance the acquisition of all necessary equipment; the expenditure is done two weeks before the start of business operations. All necessary equipment is paid in cash. The restaurant owner has made the following list of needs:

## 1. Stove

A stove is crucial to the production process since it is utilized for cooking and for preheating the cooking oil (Estimated price: IDR 350, 000)



*Figure 2. 4 Alibaba's Stove*

## 2. Gas cylinders 12 kg

Gas cylinders are useful as fuel for the stove that will be used to cook and reheat the gravy.



*Figure 2. 5 Alibaba's Gas Cylinder*

### 3. Big pot and Small pot

The small pot is used to heat the ingredients according to the portion ordered by customers. So when they order, the food will be served hot and it will be likely to increase more appetite. Each large pot will be used to process food in large quantities frequently, which is good for frying patties or something else.



*Figure 2. 6 Alibaba's Pan used*

#### 4. Gravy Spoon

The gravy spoon is useful for measuring the portion to be heated to serve to customers as well as for stirring the spices with water during the cooking process.



*Figure 2. 7 Alibaba's Gravy Spoon*

#### 5. Aluminium foil package

Aluminum packaging is used to wrap the food, allowing customers to view the ingredients used to produce the dish and pique their curiosity.

#### 6. Small box package

It is used to deliver food in small quantities with a tight lid so that it remains warm and retains the food scent when it is delivered.



*Figure 2. 8 Alibaba's Al-baik Packaging Detail*

#### 7. Sticker

Stickers are used for labeling packages with the Alibaba Frozen Food logo on them.



*Figure 2. 9 Alibaba's Sticker Packaging Detail*



## 8. Refrigerator

The business uses medium-sized refrigerators because they can ensure the quality and freshness of their ingredients.



*Figure 2. 10 Alibaba's Refrigerator*

### **2.2.2.6 Product Details**

Alibaba frozen food sells a lot of Middle Eastern food, which is imported directly and cooked at our store. We are selling unique and highest quality products in which the business does not have not too many competitors in the market. We focus on the quality and the branding to differ from other competitors. We also provide a delivery system around Bekasi city. The products we provide such as : Albaik, Pastel, Croquette, Risoles, Canai bread, Sambosa, Kebab, Meatbun, etc. The following are some images of our products;



Figure 2. 11 Pastel, Kebab, and Rissoles



Figure 2. 12 Product Packaging



Figure 2. 13 Kurma Vinegar Product



Figure 2. 14 Albaik Chicken Product Packaging

Alibaba Frozen Food does not only provide a kebab menu; there are several other accompanying menus, such as samosas, donuts, etc. The following are the ingredients used ;

1. Pastel;



*Figure 2. 15 Pastel*

Product Specification :

- Protein flour
- Egg
- Carrot
- Chicken.

Pastel estimated: 20k

## 2. Kebab;



*Figure 2. 16 Kebab*

Product Specification :

- Cow meat,
- Spice
- Tortilla (kebab bread)

Price estimated : 20k

### 3. Crispy Dori ;



*Figure 2. 17 Crispy Dori*

Product Specification ;

-Dori fish

-Lime

-Grated garlic

- Flour

- Tomato Sauce

Crispy Dori price estimated : 20k

#### 4. Donut ;



*Figure 2. 18 Donuts*

Product Specification ;

-Flour

-Sugar or any seasoning

- Egg

-Milk

Donut price estimated : 15k

## 5. Canai Bread ;



*Figure 2. 19 Canai bread*

Product Specification ;

-Flour

- Egg

-Milk

-Curry sauce

Canai Bread Original price estimated : 21k - 28k



## 6. Risoles;



*Figure 2. 20 Risoles*

### Product Specification;

- Vegetables
- Flour
- Egg
- Tapioca flour
- Potatoes
- Carrot

Risoles price estimated : 15k

## 7. Curry Puffs ;



*Figure 2. 21 Curry Puff*

Product Specification ;

- Chicken
- Pastry skin
- Potatoes
- Corn
- Carrot- Flour

Curry puff price estimated : 32k

## 8. Croquette ;



*Figure 2. 22 Croquette*

Product Specification ;

- Potatoes
- Chicken
- Seasoning
- Carrot

Croquette price estimated : 30k

## 9. Martabak ;



*Figure 2. 23 Martabak*

Product Specification ;

- Egg
- Chicken seasoning
- Vegetable
- Protein flour

Martabak price estimated : 20k

## 10. Sambosa ;



*Figure 2. 24 Sambosa*

Product Specification ;

- Maida flour
- Potatoes
- Herbs and Spices
- Onions

Sambosa Price estimated : 20k

### **2.2.2.7 Suppliers**

Alibaba Frozen Food has suppliers, both local and international. The international supplier is for the Albaik chickens, imported directly from Mecca, and the rest of the menu is from local suppliers. We are still looking for other local suppliers

for other varied menu as our next target is adding more variant menus. At this moment, we gather our best suppliers with the best quality products and a reasonable price.

### **2.2.3 Marketing Aspect Review**

#### **2.2.3.1 Market Analysis**

One of the first essential elements to commercial accomplishment is comprehending the client base. Without understanding who its consumers are, what they want, and how they want to purchase, the company may find it difficult to develop a successful marketing plan (Freedman, 2020). Based on discussions with business advisors had two months prior to the start of business operations . It is known that the upper middle class are enthusiastic about the Middle East cuisine.

Middle Eastern food has been chosen after considering the cuisine style and process. Young age consumers typically choose delivery snacks or buy food rather than cooking by themselves at home, like college students who have frequent purchase intensity. Indonesia Franchising and Licensing Society chairman Levita Supit says in The Straits Times article that “In Indonesia, food and beverage establishments are the most prevalent franchise businesses. Many option to buy meals rather than prepare it themselves because of time and practical considerations” (Hermes Auto, 2019).

#### **2.2.3.2 Marketing Mix Strategy**

One of the most crucial elements in the marketing process is marketing mix. It significantly contributes to the customer's value creation and happiness. When it comes to satisfying client needs and building a lasting, lucrative connection with them, the

marketing mix, often known as the 4Ps (product, pricing, promotion, and location), is particularly effective. In actuality, the marketing mix notion forms the foundation of the conventional theoretical framework for the application of marketing-management process activities (Festa et al., 2016). Creating a marketing mix plan is therefore crucial for the Alibaba firm in order to support marketing-related objectives. It is crucial to consider consumer wants before starting a firm since meeting their needs is one of the tactics.

#### A. Product

The 11 various menus that are produced by Alibaba Frozen Food's goods include both food and beverage items.

#### B. Price

Alibaba Frozen Food has wisely decided the prices of its menu. The company serves with the highest quality products with their reasonable price. The price includes cost-plus pricing for the cooking services. Cost plus pricing is a pricing strategy that involves for all expenses, such as the price of raw materials and culinary services expended before the product is ready for sale. In the strategy, the desired profit is determined. As a result, Alibaba Frozen Food has set the selling price for each product between Rp15,000 and Rp70,000.

#### C. Promotion

Alibaba Frozen Food employs a range of promotional activities that are adapted to the goals, target audience, and available resources. It also uses social media to reach out to the public as a promotional activity. Endorsement promotions are run by various Instagram accounts with strong engagement. The company focuses on the endorsing system by Instagram influencers. The first step for endorsing an influencer is the

company is looking for its market followers before promoting products by the influencer. After knowing the target market, we start to approach the influencer to offer a business cooperation in the form of product promotion. In addition, we are available for offline events such as weddings, birthday parties, parties, etc. The purpose is to create a company branding. We have a special package for any kind of event. It's a different package from usual because this package is for catering and only if the customer orders a lot of packages for any kind of event.

#### D. Place

Alibaba Frozen Food offers a virtual marketplace where prospective customers may transact for products. Alibaba makes use of social media sites like Instagram and WhatsApp. Alibaba items can efficiently and rapidly reach customers when distributed through the appropriate channels. Strategic product placement may also make a product more appealing and make it easier for buyers to obtain.

#### **2.2.3.3 Promotion Strategy**

According to Adetayo (2006), promotion is to educate, remind, and persuade target customers about the company and its goods. He added that advertising is frequently employed by businesses to set their goods apart from those of competitors. A promotion campaign is a coordinated set of marketing initiatives created to achieve a certain goal. Making ensuring that each component of the promotion mix functions as a whole to carry out the organization's overall promotion operations is the clear objective of promotion management. Alibaba uses two methods of promotion in running the business ;



## A. Brand Awareness

Instagram is used to carry out this technique as this platform offers both free and paid options. On Instagram profile with accounts that have a huge number of followers and a high degree of interaction, endorsements are used to execute paid promotions and endorsements. Alibaba use endorsement technique as the main strategy for the brand awareness. Meanwhile, unpaid promotion is done by sharing visually appealing and interesting material on Instagram, such as sales and promos.

## B. Word of Mouth Marketing

The term "word of mouth marketing approach" refers to "oral, one-on-one contact between a receiver and a communicator whom the receiver views as noncommercial regarding a brand, a product, or a service" (Krishnan & C., 2018). As a result, Alibaba Frozen Food employs this technique of product marketing to relatives of its closest consumers. It has been shown that up to this point, 60% of Alibaba's customers are from relatives.

### **2.2.3.4 Price Policy**

A systematic approach to pricing requires the decision that an individual pricing situation be generalized and codified into policy coverage of all the principal pricing problems. (Hoch & Rao, 2020). Alibaba Frozen Food implements the cost-plus pricing approach as part of its price policy strategy based on the many ways that have been mentioned above. In this strategy, Alibaba Frozen Food will determine the selling price for a product from its cost of manufacturing/cooking service added a specified amount to meet the targeted profit.

## 2.2.4 Financial Aspect Review

### 2.2.4.1 Cost Efficiency Rate

Alibaba Frozen Food divides and prepares the proper use of finances in every part of company management, including operations, human resources, and marketing.

#### 1. Operational (Production) :

At this time, Alibaba Frozen Food has utilized its finances to carry out all manufacturing activities, from acquiring raw materials to purchasing tools and equipment for a total cost of Rp. 6.500.000,00

This is the details of the material and equipment, excluding the raw material prices made by the business owners ;

Number	Item Description	Price (Rp)
1	Stove	Rp. 350,000
2	Gas Cylinders 12kg	Rp. 200,000
3	Big pot and small pot	Rp. 250,000
4	Gravy Spoon and other spoon	Rp. 230,000
5	Packaging box (each)	Rp. 13,500
6	Logo sticker (each)	Rp. 500
7	Refrigerator	Rp. 1,450,000
8	Stove regulator	Rp. 120,000
9	Cleaning tools	Rp. 260,000
10	Stove table	Rp. 170,000
11	Motorcycle fuel (delivery)	Rp. 50,000
12	Oven	Rp. 890,000

13	Plastic bag	Rp. 30,000
	Total	Rp. 4,014,000

*Table 2. 1 Details of the material and equipment*

## 2. Accommodation and other operating expenses

At this time, Alibaba Frozen Food has spent Rp1,250,000 on accommodation and operational costs for traveling around and engaging in other activities.

## 3. Marketing

Now, Alibaba Frozen Food splits the use of the money to execute sponsored promotions and advertising given by Instagram at a total cost of Rp2,000,000.

## 4. Human Resources

At the human resources stage, Alibaba Frozen Food has used cash payment for the recruitment process and paying wages.

### **2.2.4.2 Development and sales process**

Alibaba Frozen Food has been in existence as of 2020. Alibaba Frozen Food keeps a monthly record, making evaluations simpler so that the company may expand. Alibaba was successful in selling a variety of goods over the course of one month with the justification given below ;

Product Description	Target in Business plan proposal	Achievement realization	Achievement	Description

Types of products	<p style="text-align: center;">Sambosa</p> 	<p>- already realized</p> <p>- sales since September 2020.</p> <p>- 50 Products sold.</p>	achieved		<p>Marketed through Instagram, collaborating with influencers named Fadil Jaidi and Dilla Jaidi.</p>
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*Table 2. 2 Development and sales process*

According to the above table, it can be implied that during the first year of its operations, Alibaba Frozen Food was able to sell 50 pieces of samosa for a total income of IDR 1,000,000. This amount is sufficient for the start of Alibaba Frozen Food's business.

## CHAPTER III

### IDENTIFICATION AND PROBLEM-SOLVING

#### 3.1 Identification Problem

This chapter presents the business issues that Alibaba Frozen Food has come across based on four broad aspects: the source aspect (human resources), the operational aspect, finance, and the marketing aspect.

<b>Management Function</b>	<b>Problem</b>	<b>Priority Scale</b>
Marketing	The lack of brand awareness of the Alibaba frozen food brand on social media.	3
Operational	Since the source of raw materials (Supplier) is not always accessible, the business needs a backup supply.	1
HRM	Lack of human resources for marketing and operating process makes the business process get obstructed	2
Finance	Lack of start-up money to expand the business and loss of control with money management.	1

*Table 3. 1 Identification Problem*

#### 3.2 Theoretical Review

Alibaba Frozen Food has four issues, each of which consists of four aspects of the management function, such as the marketing, human resources, operational, and financial aspect, and has a different priority scale. These issues are based on the problems and obstacles of Alibaba Frozen Food, which are divided into four management functions in the previous sub-chapter. The author chooses the issue that is

the highest on the priority scale. In order to address this issue, the author uses a few theories.

## 1. Brand Awareness

In most aspects of marketing, brand awareness is crucial. According to Keller (2008), brand awareness means that customers are aware of a brand and are able to recall or recognize it. There are four degrees of brand awareness in a company's creative efforts, specifically:

### a. Top of mind

When compared to competing brands, it is when what first comes to customers' attention.

### b. Brand Recall

Consumers who recall a brand on their own, without assistance, are said to be at the brand recall stage.

### c. Brand Recognition

Brand recognition is the extent to which customers can recall a brand's identity with the help of extra cues.

### d. Unaware of Brand

Not aware of the brand refers to the state in which consumer awareness of a brand's name is at its lowest point. In other words, customers are unable to even realize that a brand even exists.

## 2. Social Media Marketing

According to Appel et al., (2019), there are two important components to the current social media ecosystem. The first category consists of the platforms, whether large and small, well-established and new, which offer the underlying technology and

business models that make up the sector and ecosystem. The use cases, or how diverse people and organizations are utilizing these technologies and why, come in second. According to Gunelius (2011), the following four factors are cited as indicators of social media marketing success:

a. Creating Content

The foundation of every social media marketing strategy is the creation of interesting content, which should represent the brand's personality for the target audience.

b. Content Sharing

The network and online audience of a business can expand via the use of social media content sharing. Sharing might result in indirect sales, depending on the kind of content being shared.

c. Connecting

One may connect with additional individuals with similar interests via social networks. A large network can create connections that can lead to increased commerce. While using social networking, cautious and honest communication must be taken into account.

d. Community Building

People from all around the world engage using technology in the large online community known as the social web. Online communities with shared interests can be formed due to social networks.

### 3. Word of Mouth Marketing Strategy

Word-of-mouth influence greatly outweighs the influence of marketing initiatives. Marketing communications often cannot turn around bad word of mouth about a product (Miroslav Karlíček et al., 2010). Word-of-mouth is defined as any

testimonial—whether favorable or unfavorable—that a consumer offers regarding a brand or business and is published in the Internet (Hennig et al. et al. 2004).

### **3.3 Problem-Solving**

Alibaba Frozen Food parties have developed a number of theories as guidelines for dispute settlement and problem-solving in an effort to solve the issues at hand. This is done in order to make future dispute settlement problem-solving more effective and efficient, as well as to improve Alibaba Frozen Food's Food's business continuity.

The main problem that Alibaba Frozen Food has faced is the lack of brand awareness. Due to these issues, Alibaba Frozen Food finds it challenging to increase its market share on social media or with online retailers that may become clients. Furthermore, Alibaba has not engaged in content-sharing efforts that involve regularly and consistently uploading posts on social media to boost awareness and market share for Alibaba Frozen Food products. This is because members of Alibaba Frozen Food have a certain amount of time to engage in marketing activities. As a result, Alibaba Frozen Food has been able to resolve the issue by making the appropriate use of time and human resources.

Alibaba Frozen Food has used a variety of techniques, including a social media marketing strategy and a marketing communication plan, to successfully and efficiently address the issues raised above. To focus on the brand awareness problem, Alibaba frozen food carries out promotions by an influencer who has the biggest engagement in Alibaba's Alibaba's frozen food target market, such as Fadil Jaidi, Dilla Jaidi, and Ikhsan Pirdaus. Those are the influencers who have helped Alibaba Frozen Food implement the marketing strategy.



## A. Content Creation

In this stage, Alibaba Frozen Food produces audience-interesting content for social media marketing efforts and also works with influencers to grow the number of followers and raise brand recognition. Thus, the brand can be trusted by potential customers in this variable, Instagram is the primary social media platform used by Alibaba Frozen Food.



*Figure 3. 1 Pastel product photoshoot results*

To let the consumers view actual product references from Alibaba Frozen Food, Alibaba attempts to provide basic yet intriguing visual material. One of the ways to be professional in terms of visual material is by providing enticing product images which can be achieved by good lighting, and concept.



Figure 3. 2. Illustration of the benefits of the product Ajwa date

Figure 3.2 details the qualities and advantages of the item offered by Alibaba Frozen Food. This content seeks to demonstrate the halal and nutritional value of frozen food item from Alibaba.

### B. Content sharing



Figure 3. 3 Content sharing from an influencer

In this context, Fadil Jaidi (influencer) aims to offer basic yet engaging photo content since the images are meant to help potential buyers recognize actual product examples from Alibaba Frozen Food. He appears to have taken a snapshot holding frozen food items from Alibaba, and the expression on his face indicates that the items look tasty. Alibaba Frozen Food receives roughly 1000+ followers at that moment.



*Figure 3. 4 Content sharing from an influencer showing the products*

In this context, the influencer Dilla Jaidi demonstrates a video content by giving a product review from Alibaba Frozen Food. Alibaba Frozen Food acquires about 500+ followers at that time as a result of the post.



*Figure 3. 5 An influencer trying out the products and giving a positive review*

In this context, similar to Dilla Jaidi's content, Ikhsan Pirdaus, an influencer, seeks to produce video content by giving a product review in the form of a video. The video is intended to show prospective consumers how our products taste. Alibaba Frozen Food receives over 400+ followers at that moment.

### C. Connecting

In this situation, Alibaba Frozen Food aims to grow and develop strong connections with a variety of audiences by paying attention to marketing communication strategies. It also hopes to increase sales by fostering connections with other businesses (affiliates) or resellers by opening pre-orders of Albaik Chicken at lower prices. Preorders for backback chicken are always available on Alibaba Frozen Food during key occasions, such as Ramadan, Eid Mubarak, and Eid Fitr. Instagram is used for posting photographs and receives almost 60 responses. For posting stories on Instagram, the following information is included:



Figure 4. 6. Connecting with audiences

#### D. Community building

Alibaba attempts to develop community building because community development is crucial for marketing strategy. This is due to the fact that community building enables businesses or organizations to develop stronger, longer-lasting ties with clients or target audience. A company or organization can create a community with similar needs or interests through the community development process. By doing this, businesses may increase market penetration, boost client loyalty, and develop brand recognition. Alibaba offers engaging, educational, and interactive material on social media platforms as part of the marketing communication approach.

### 3.4 Problem-Solving Result

Following the implementation of several techniques designed to address Alibaba's primary issues with poor brand awareness and low traffic to its online shop, Alibaba Frozen Food has obtained the following results from the problem's resolution:

#### A. Increasing Social Media Engagement

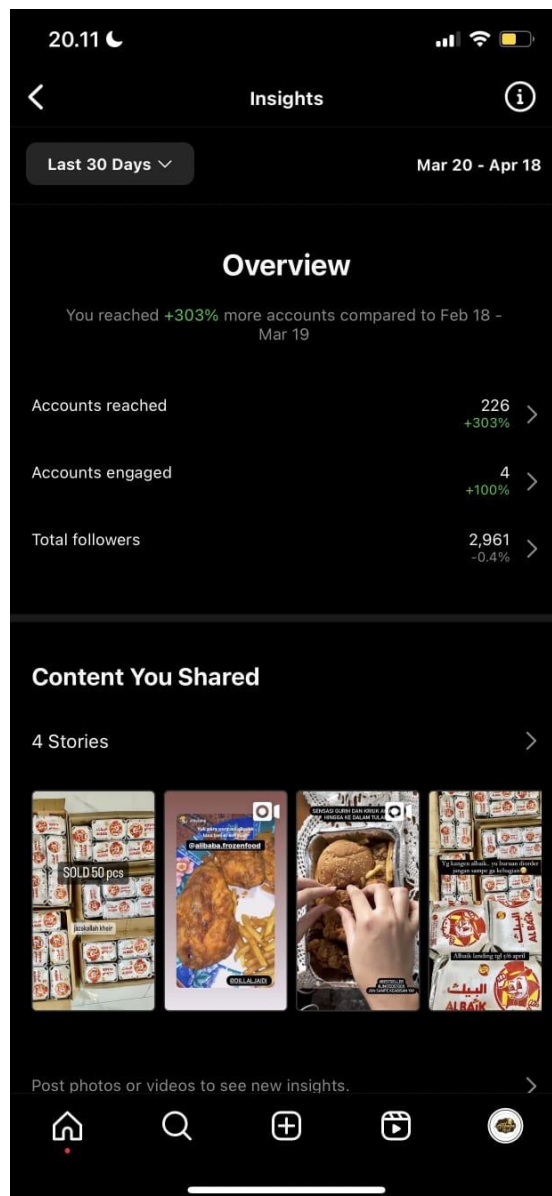


Figure 3. 7 Increasing Social Media Engagement in the last 30 days

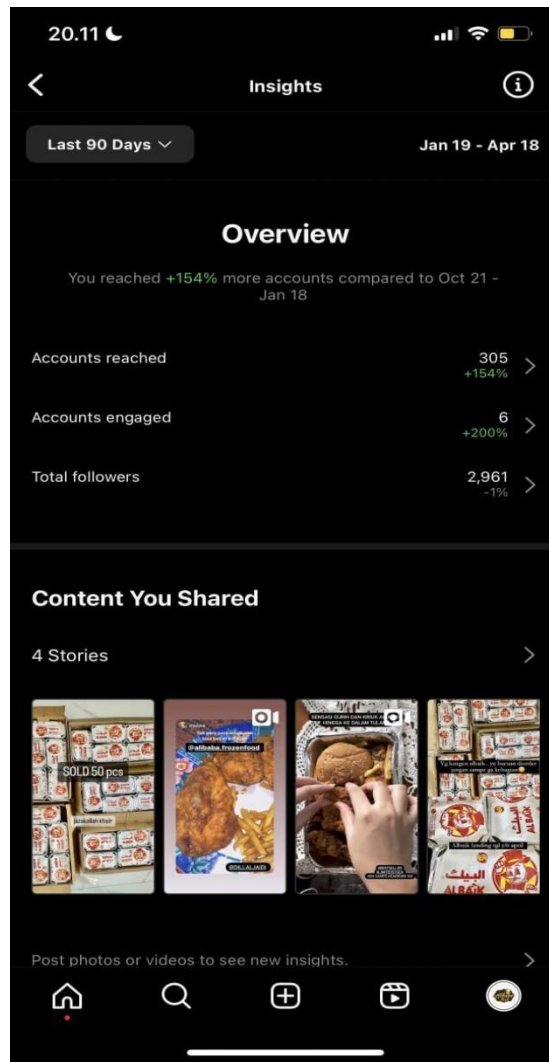


Figure 3. 8 Increasing Social Media Engagement in the last 90 days

According to figures 4.7 and 4.8, Alibaba's Instagram account reached an increase in followers and story viewers after posting about open preorders Albaik chicken. In the past 30 days, the account's story viewership increased by 303% as a result of the implementation of a problem-solving strategy using social media marketing and marketing communication techniques. This is the highlight of our followers purchasing open preorder Alibai chicken:

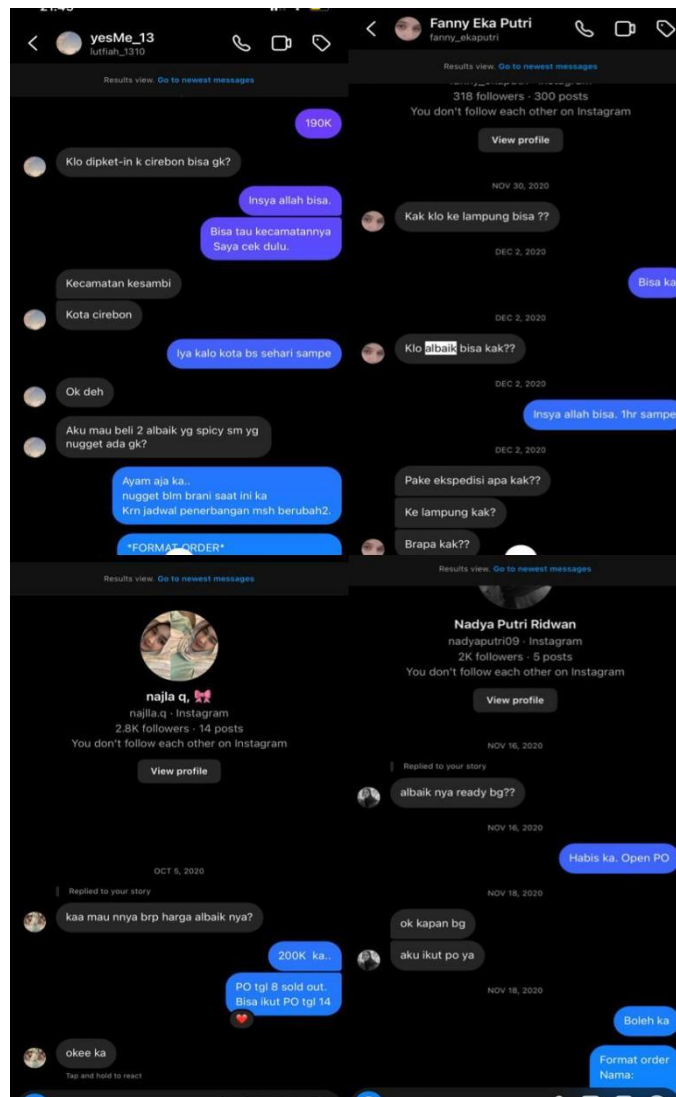


Figure 3. 9 Highlight of followers purchasing open preorder Albaik chicken (1)



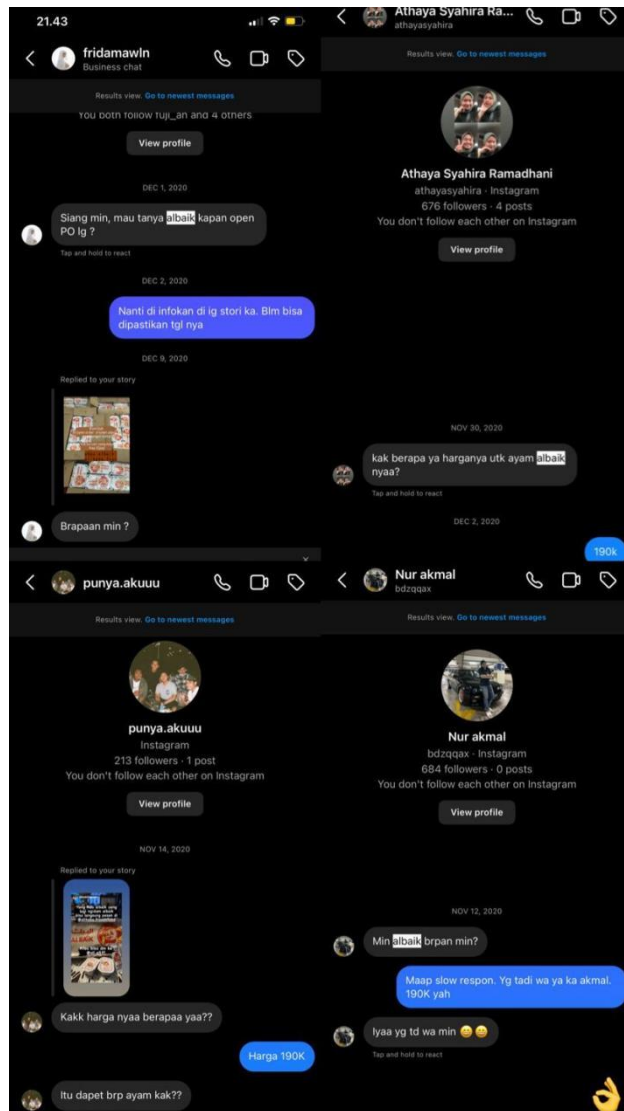


Figure 3. 10 Highlight of followers purchasing open preorder Albaik chicken (2)

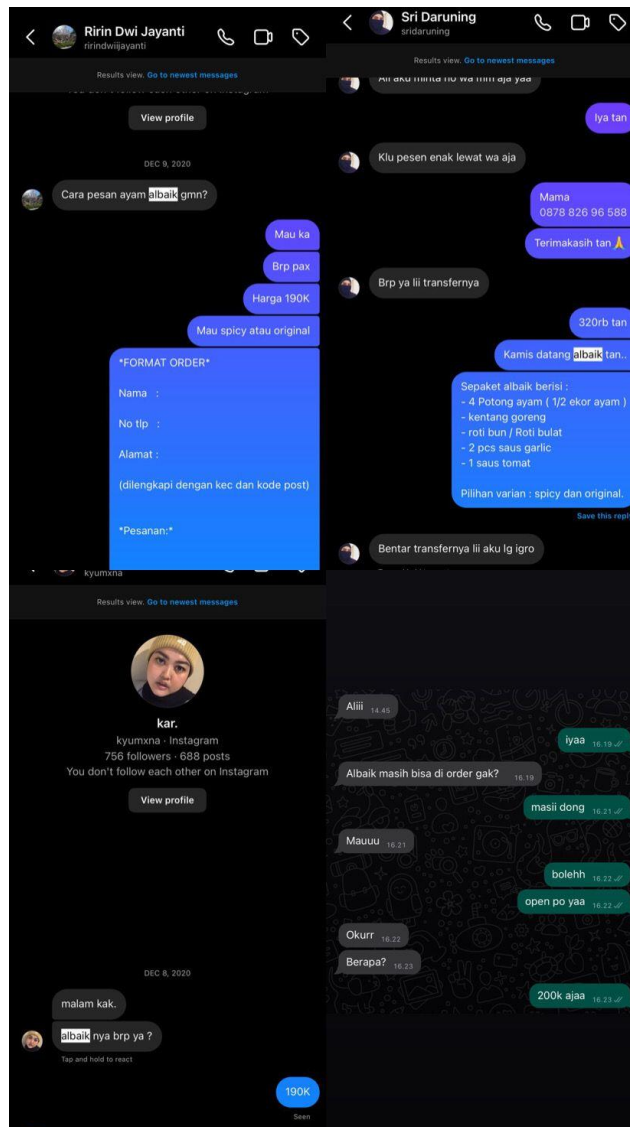


Figure 3. 11 Highlight of followers purchasing open preorder Albaik chicken (3)

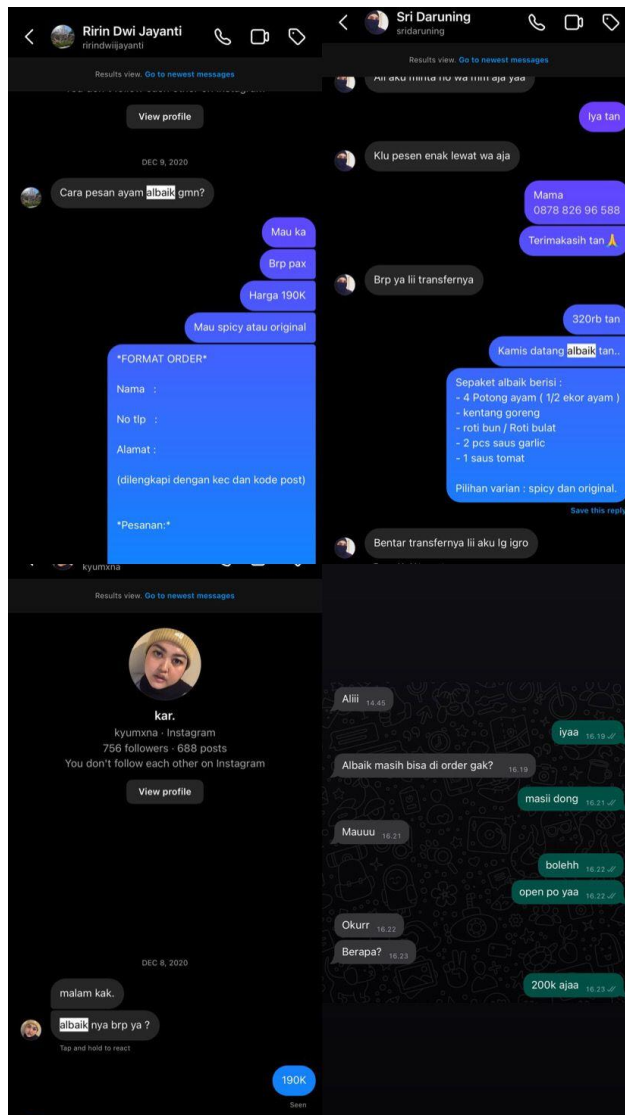


Figure 3. 12 Highlight of followers purchasing open preorder Albaik chicken (4)

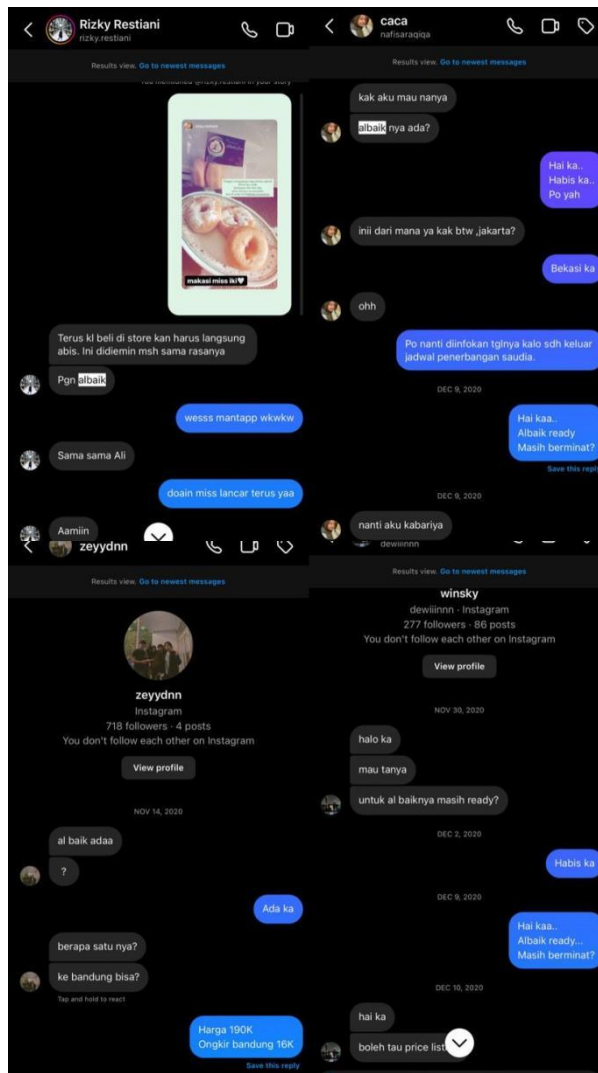


Figure 3. 13 Highlight of followers purchasing open preorder Albaik chicken (5)

## B. Increasing sales of Alibaba Frozen Food products

Table 3.2

Periodic Alibaba product sales report

2 April 2023 – 2 May 2023

No.	Product	Price	Q	Amount
1	Albaik Chicken	Rp190,000	50	Rp9,500,000
2	Kebab	Rp20,000	15	Rp300,000

3	Canai Bread	Rp25,000	15	Rp375,000
4	Sambosa	Rp20,000	15	Rp300,000
<b>TOTAL</b>			95	Rp10,475,000

*Table 3. 2 Periodic Alibaba product sales report*

Based on Table 3.2, it is clear that Alibaba has managed to experience business fluctuations or an increase and decrease in sales during the period of carrying out the problem-solving strategy (2 April 2023 - 2 May 2023) by selling 95 products and by using an open preorder system with a total revenue of IDR 10.475.000,00. With a total of 50 pieces sold, preordering back chicken has become the product category with the largest number of sales. 15 pieces of Kebab, 15 Canai Bread, and 15 Sambosa were sold after that. These endorsement and pre-order system actions are an excellent starting point for Alibaba in expanding and managing the company over the coming several years.

## CHAPTER VI

### CONCLUSIONS AND RECOMMENDATION

#### 4.1 Conclusions

There are a few conclusions from a number of analyses and problem-solving techniques on the poor awareness of the Alibaba Frozen Food brand and the low traffic and audience reach on social media:

1. Social media and word-of-mouth marketing strategies can be carried out with a minimum budget but still have a big impact on brand awareness of a brand.

2. In order to have a sufficient level of interaction with followers on Instagram stories or posts, contents should include basic copywriting and simple images or videos that trigger questions of and request comments from followers.

3. Working with influencers needs consideration since they should be compatible with the market that our company is trying to reach. In terms of social media marketing, employing Instagram as the primary platform can be accompanied by leveraging content references that are currently trending on other social media.

4. After implementing several problem-solving strategies, Alibaba Frozen Food sales increased with a total revenue of 10.475.000,00.

#### 4.2 Recommendations

Some people's relationship with the food sector goes beyond simply eating or satisfying their appetite. There are several possibilities that may be taken and carefully considered. Eventually, creativity took the shape of an actual business.

The following suggestions and recommendations are made for potential company owners who will be active in the culinary industry, particularly middle eastern food, based on the outcomes of putting the above approach into practice:

1. Prospective company owners must first conduct research on industry trends, consumer preferences, and research current culinary businesses before starting a firm.

2. In order for a culinary business to function efficiently, aspiring entrepreneurs should make a decision on and create a capital budget based on management factors. Also, They should also provide a food tester with a sample of their product.

3. Prospective company owners in the food industry must be ready to deal with fierce rivalry from competitors.

4. Because no one can predict the future in the business world, business people must set aside emergency funds.

5. If a company has managed to achieve brand awareness first, then the company can move on to other elements, thus helping the company develop in the business sector.

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