

Development of Seasonal Product in Star-Up Business

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Abstract

This study aims to examine seasonal products through customer satisfaction so that the stages of product creation can be found following market desires. The research was conducted using the action research method, considering that the researcher is also an entrepreneur who runs a business with Doodle Noodle's name. The study was carried out by creating a business canvas model through the value proposition canvas, followed by the creation of product prototyping, and evaluating customer satisfaction through a quantitative questionnaire. The research results found that the value proposition canvas is a tool capable of supporting entrepreneurs before creating products. Where the value proposition canvas allows entrepreneurs to know the weaknesses and strengths of their resources, furthermore, it is known that the value proposition canvas provides important information for the creation of new products following market desires. So that the products created can be accepted by the market well. The results of distributing questionnaires show that the products created by Doodle Noodle can be well received by consumers, based on the value of customer satisfaction and consumer acceptance of Doodle Noodle products. This research is particularly beneficial for entrepreneurs who are starting or updating innovative products. It also provides new views on the importance of product prototyping to support the process of receiving products to target markets.

Keywords

Seasonal Product, Value Proposition Canvas, Satisfaction.

1. Introduction

The food business in Bandung is one of the fastest-growing businesses and can support the regional economy (Utama and Ratnapuri 2018). According to the Central Bureau of Statistics, the increase in the culinary business in Bandung is motivated by the rapid progress in science and information technology, which has a positive influence on the tourism sector in the city of Bandung. The ease of accessing tourism destination data makes tourists interested in visiting and requires availability to support their trip, one of which is food and drinks (Hikmawati and Alamsyah 2018). The culinary business in Bandung is considered very promising given the growth in demand for culinary products reaching ten percent per year. This invites the presence of many new players in the culinary business (Utama and Ratnapuri 2018). The growth in demand for culinary products in Bandung is influenced by several things, such as the breadth of the culinary product market that always makes people curious (Alamsyah et al. 2018; Limakrisna, Sudarso, and Daryus 2015). Coupled with the geographical structure at an altitude with cold weather, culinary products are always the choice for consumers to choose (Nurani, Subekti, and Ana 2016). This opportunities certainly provides new opportunities covering a company's efforts to innovate and introduce products or services. The demand is for a business to be one step ahead of its competitors (Alamsyah and Febriani 2020; Novari 2020). However, without research and product development, a business will find it difficult to compete with its competitors (Bello et al. 2016). Therefore, the role of research and development in new business is very decisive and needs to be done by culinary business people. Considering the number of business people who enter the culinary sector is quite high, it requires continuous innovation to continue to compete in the market.

In Indonesia, noodle products are one of the public's staple foods, especially instant noodles (Herryani, Sinaga, and Brahmantyo 2016). Based on the National Socio-Economic Survey data in 2018, it is said that the national average consumption of instant noodles reaches 15 packs per month per household. WorldPanel Indonesia launched the ranking of brands in the fast-moving consumer goods industry through the Brand Footprint in 2015 (Herryani et al. 2016). In this research, the Indomie brand was ranked first as the brand most frequently purchased by households, followed by Mie Sedaap in second place (Tian and Slocum 2016). These findings certainly explain the large market

for noodle products in Indonesia, thus providing new opportunities for entrepreneurs who enter the culinary sector with this type of noodle (Kreiser et al. 2013). However, noodle products are considered unhealthy, considering that instant products' content is not beneficial for health when consumed in the long term (Alamsyah et al. 2020; Alamsyah, Hariyanto, and Rohaeni 2019; Hariyanto and Alamsyah 2019; Hikmawati and Alamsyah 2018). Instant noodles contain lots of carbohydrates and have a very high sodium content (Farrand et al. 2017). This will negatively impact health in the long term, such as weight gain, hypertension, diabetes, and even heart disease (Park et al. 2011). Women who consume instant noodles two or more times a week are at risk of developing metabolic syndrome, which is a condition that occurs simultaneously, such as increased blood pressure, diabetes, excess fat, and unusual increases in cholesterol levels (Charles, Ogbolosingha, and Afia 2018). These factors lead to stereotypes about noodle products as a whole that the noodle products are not healthy. Examining the phenomenon of noodle products, there is an opportunity to create a new noodle product as an alternative to healthier noodle products.

The culinary business, especially in the noodle product business, needs innovation and development of noodle products, both in product variations and in new perspectives from consumers (Razak and Othman 2012). This is part of the company's research and development task on creating healthier noodle products according to the desires of the target market (Farrand et al. 2017). The thing that is being considered is a consumer behavior that has demanded healthy products that can be healthy if consumed in the long term (Alamsyah and Syarifuddin 2017). In the sense that consumer concern for health has increased, which is accompanied by consumer concern for the environment (Charles et al. 2018). Based on entrepreneurs' problems related to healthy noodle product innovation and consumers' views on healthy products, this study focuses on evaluating business performance on new products created following market desires (seasonal product). So, it seems clear that the research position is to assess the actions research of the ongoing business on the results of research and development performance in creating products. This research certainly has benefits in providing information for new entrepreneurs who run a business with seasonal products that are adjusted to market desires to know the impact on business performance.

2. Literature Review

2.1. Research and Development

Research and development are among the most important parts of an organization related to creating new products or services. Research and development are formed to get product advantages over competitors (Heitor, Horta, and Mendonça 2014); the company must continue to make new innovative movements. Activities carried out by Research and development focus on a series of research processes and product development to be made (Welty Peachey et al. 2015). The purpose of research and development is so that companies can launch innovative products or services optimally (Lavorata 2014). This is related to the performance of the products offered to consumers to be well received, including the seasonal products currently trending (Tsai et al. 2012). Technology is beneficial in conducting research where researchers can collect data through the creation of new products (Malhotra 2003). Research can be completed quickly and effectively with technology. Researchers in the business environment should make the most of and be very careful in conducting concept and product tests (Procházka and Pelák 2015). This is related to product quality and product sustainability so that product development can be carried out (Hasibuan 2015). New product development is the only key factor in gaining a competitive advantage in any business. The current product life cycle can be concise, so it is considered important for companies to develop new products, especially for seasonal products (Shaw 2012). New or seasonal product development is more effective organizing and management process that uses less time and costs for product sales (Malhotra 2003). In fact, seasonal products carried out by companies are a series of activities starting with market research and ending with the production and sale of products in the market. The new product development consists of activities whose results are new results or redesigns of products already on the market (Block et al. 2016). This process consists of creating opportunities, selecting existing opportunities, and implementing them on the concrete products offered to consumers.

2.2. Business Model Canvas

The business model canvas is one of the tools used by entrepreneurs in starting a business (Ojasalo and Ojasalo 2018). In this case, the canvas business model can be done when starting a new business, launching new products, or seasonal products tailored to market desires (Dudin et al. 2015; Toro-Jarrín, Ponce-Jaramillo, and Güemes-Castorena 2016). So that product offerings can be well received, and the company continues to operate to increase business profits. The business model canvas has many purposes in its creation, including explaining or describing the company's position in the business changes that occur to survive and be sustainable (Joyce and Paquin 2016; Keane, Cormican, and Sheahan 2018). The implementation of the business model canvas is not limited to one type of industry but to all industries that aim to implement a company or launch a new product (Wallin, Chirumalla, and Thompson 2013). The

business model canvas is implemented following the company's vision and mission so that business performance can be achieved optimally. Previous studies have found that through the business model canvas, the business's weaknesses and strengths can be identified so that it can position the business in market competition (Fitriasari 2020; King, Funk, and Wilkins 2011). There is nine business model canvas, including customer segment, value proposition, channels, revenue streams, key resource, customer relationship, key activity, key partnership, and cost structure (Dudin et al. 2015; Keane et al. 2018; Wallin et al. 2013). This study focuses on the value proposition canvas model, which provides opportunities related to business positions by creating new products according to market desires.

3. Methods

The research method used is action research because the research was conducted on a researcher's business with the business name Doodle Noodle. In this business, new seasonal products are innovated according to consumer needs. The purpose of this research is to evaluate the performance of new products through the design thinking stage, namely from empathy to prototyping. The research variables seem to focus on customer satisfaction as a product evaluation and value proposition canvas. The research stage began by forming a value proposition canvas, making prototyping, and evaluating products through customer satisfaction questionnaires. There were 20 consumers whose data was taken through a quantitative questionnaire. Data from consumers are then processed through weighting and averaging values.

4. Results and Discussion

Based on the research's objectives and stages, this research begins with making a business model canvas through the value proposition canvas. The purpose of making a value proposition canvas is to assess the product's market segment and market position to be created. Followed by evaluation of products that have been created based on prototyping through customer satisfaction values.

4.1. Development of Business Model Canvas

The first research results from the value proposition canvas, in which there are two main things discussed, namely products and consumers. The value proposition canvas's main purpose is to measure the products created, namely seasonal products from Doodle Noodle, according to consumer and market desires. So that the next stage can be carried out, namely making product prototyping before entering the market. Most previous research stated that the value proposition canvas is used to enhance existing products or innovate with new products such as seasonal products. When building the value proposition canvas, the things that are considered when building the value proposition canvas include customer profile, gains, pains, customer jobs, value map, gains creator, pains relievers, products, and services. The following in Figure 1 shows the results of making a value proposition canvas tailored to market desires.

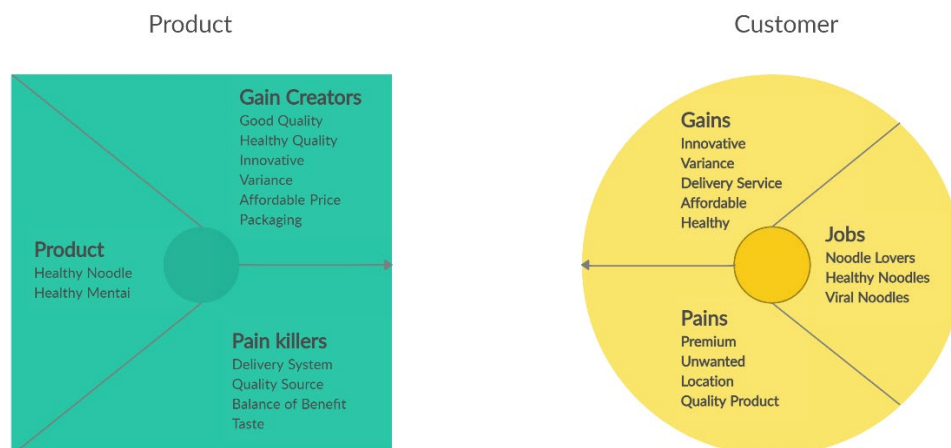


Figure 1. Value Proposition Canvas Model

The finding at this stage of research is that a model can be used as an adaptation in creating culinary products such as noodles. It is known that there are six things on the consumer side regarding gains, jobs, and pains, while on the

product side, the development consists of products, gain creators, and pain killers. These findings become input and initial capital before prototyping products are created. Based on the value proposition canvas created based on input from consumers and research results from research and development, followed by the creation of products that match the criteria. In this case, Noodle Noodles creates two products, namely Healthy Noodle and Healthy Mentai. Then the product is sent to consumers to be tested and assessed for customer satisfaction.

4.2. Consumer Satisfaction of Products

In the next stage of the research, questionnaires were distributed to new consumers; 20 consumers were targeted to evaluate the product's level of satisfaction. After distributing the questionnaires to respondents, the data from the questionnaires were tabulated, and a frequency was made to assess the result in the form of an average value. There are six measurement indicators with tabulated results attached to Table 1.

Table 1. Survey Score by Scale

Indicators	Scale 1	Scale 2	Scale 3	Scale 4	Scale 5	Score Survey
Level of like to products	0	1	4	11	17	4,33
Level of intent to products	1	5	7	11	9	3,67
Level of consume to products	2	12	6	7	6	3,09
Level of products attractiveness	0	0	2	6	25	4,70
Level of satisfactions	0	0	5	27	19	4,03
Level of products seasonal	0	0	3	20	31	4,68

Based on the results in Table 1, six assessment survey results focus on assessing satisfaction with the prototyping product from Doodle Noodle. Assessed from the survey score that most consumers like the product, they are interested in buying the product, consuming the product, and attraction to the product. This is based on the average values obtained above 3.00, which explains the acceptance of the Doodle Noodle products created, namely Healthy Noodle and Healthy Mentai. Another interesting finding is the level of satisfaction with the product, where it is known that the average value is 4.03, which explains that all consumers are satisfied with the product they receive. Especially for revenue as a seasonal product, considering the average value is above 4, namely 4.68. These findings can affect the implementation of the creation of new products carried out by Doodle Noodle based on market desires and continued to be marketed. These findings explain the importance of the value proposition canvas and product validation to prepare new products or seasonal products following market desires.

6. Conclusion

This study aims to examine the seasonal product prototyping created by Doodle Noodle. The study was conducted with the stages of creating a business model canvas and testing customer satisfaction. This research activity found that the value proposition canvas, which is part of the business model canvas, can be used by companies who want to change or create new products according to market desires. After there is a value proposition canvas, the company can create new products, and it needs to be tested, including using the consumer satisfaction index. The new products created by Doodle Noodle, namely Healthy Noodle and Healthy Mentai, are in fact acceptable to the market, based on the results of quantitative assessments. This research provides benefits for culinary entrepreneurs, especially in paying attention to the business canvas model's benefits and testing new products. However, this study has limitations, where the study of products on consumers is limited in scope and does not examine other factors that can determine consumer interest. So that it becomes a suggestion for further research in assessing new products through evaluation based on a wider scale of respondents and other factors supporting consumer interest.

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