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Innovative Fried Dumplings Create a New Wave in the Culinary Industry

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ABSTRACT

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Objective: This study aims to explore the entrepreneurial practices of Cemal Snack, a business specializing in Chicken Fried Dumplings in Mataram City. It focuses on marketing, production, financial management, and human resources. **Methods:** Utilizing a qualitative research approach, the study analyzes non-numerical data to provide deep insights into the business operations and strategies. Data were collected through interviews, observations, and document analysis, ensuring a comprehensive understanding of the company's practices. **Results:** The findings reveal that Cemal Snack effectively differentiates its product through quality assurance, using fresh ingredients without preservatives. The marketing strategy leverages social media and direct outreach, contributing to strong brand recognition. Financially, the business maintains sustainability through strategic pricing and efficient cost management, ensuring profitability. **Novelty:** This research highlights the integration of health-conscious ingredients in traditional snacks, catering to modern consumer preferences. The emphasis on local sourcing and innovative marketing approaches provides valuable insights into successful entrepreneurship in regional markets. **Implications of the Research:** The study offers practical implications for entrepreneurs, emphasizing the importance of product differentiation, consumer engagement, and operational efficiency. The findings can guide similar businesses in developing strategies that align with consumer demands and market trends, fostering sustainable growth and competitive advantage.

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1. Introduction

Consumer behavior has seen a substantial transformation in recent years, mostly driven by a growing consciousness regarding health and nutrition. Historically, a significant number of consumers in the middle to lower economic classes placed importance on the taste and cost of food when making their choices (Smith Maguire 2016). Nevertheless, there is currently an increasing inclination towards placing importance

on the nutritional value in addition to taste and price (Santeramo et al. 2018). This change indicates an increased understanding of the significance of a well-rounded diet for general well-being (Bye et al. 2021). Research suggests that this shift is impacted by increasing levels of education and an increased understanding of the health concerns associated with unhealthy eating habits (Tapsell 2017). Johnson et al. (2021) conducted research that emphasizes the

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increasing consumer inclination towards better food choices that provide nutritional advantages. Within this particular framework, there is considerable market potential for inventive snacks that effectively blend flavor with nutritional benefits, such as fried chicken dumplings (Harris and Phillips 2021).

The increasing prevalence of obesity and diet-related disorders in urban populations has made health and food safety crucial considerations. Consumers are becoming more motivated to select products that not only please their taste buds but also have a favorable impact on their health (Pahwa, Arora, and Kaur 2023). This phenomenon has stimulated exponential expansion in the market for nutritious meals. A recent study discovered that contemporary customers are inclined to choose items that have a high protein content and low fat content, indicating their preference for both health advantages and taste (Pinto et al. 2021). Moreover, the COVID-19 epidemic has increased public consciousness regarding the importance of keeping good health through appropriate nutrition (Aksoy, Kabadayi, and Alan 2021). This has opened up avenues for creative items such as fried chicken dumplings to gain popularity in the market (Cabasag et al. 2021). The increased focus on health is compelling the food industry to develop new and improved goods that meet the changing desires of consumers.

According to consumer behavior theory, social, cultural, and psychological aspects play a role in influencing a buyer's decision. The Engel-Kollat-Blackwell model suggests that consumer drive to satisfy taste, health, and novelty needs has a major influence on purchasing behavior (Amberg and Gyenge 2020). Furthermore, Maslow's hierarchy of needs emphasizes the importance of physical and health-related requirements, elucidating the growing desire for nutritious dietary items (Das et al. 2020). The source of this information is Maslow's work from 1943 (McCleskey and Ruddell 2020).

The need for this research stems from the need to fill the gap in the market for creative, healthful snacks as well as shifting customer tastes. Prior research mostly concentrated on consumer

evaluations of conventional or unhealthy fast foods, neglecting to investigate products that integrate flavor, nutritional advantages, and cost-effectiveness (Caputo and Just 2022). Magano, Tuorila, and De Kock (2023) highlighted the inclination of consumers towards healthful food choices; nevertheless, they did not explore the creativity involved in creating novel goods. Ishrat et al. (2023) prioritized marketing methods over the creation of items that align with contemporary consumer demands. This study presents a unique contribution by offering fried chicken dumplings as a substitute snack that combines delectable flavor, significant nutritional content, and affordable pricing. The primary objective is to make a substantial contribution to the existing body of knowledge in marketing and consumer behavior (Bagozzi and Dholakia 1999). This will offer valuable insights for the culinary sector to create creative products that are in line with the changing market trends (Bigliardi and Galati 2013). This originality is essential for comprehending how product innovation might impact customer purchasing decisions and how organizations can adjust to the swiftly evolving market dynamics.

The objectives of this study are to explore consumer preferences for innovative fried chicken dumplings, identify the factors influencing purchase decisions, and evaluate the social impact and theoretical implications of this innovation within the culinary industry. The research aims to raise consumer awareness about the importance of selecting healthy food while encouraging industry stakeholders to pursue continuous innovation. The theoretical implications include contributions to consumer behavior and marketing theory, particularly in the context of healthy and innovative food products, ultimately aiding businesses in crafting more effective and sustainable marketing strategies.

2. Critical Review

A business plan, as William D. Bygrave (2015), serves as a foundational document expressing the viability of a business to generate satisfactory profits, appealing to potential investors. It

encapsulates the core ideas and considerations for establishing a business from the ground up. This definition underscores the dual purpose of business plans: guiding internal strategic planning and attracting external funding. Bygrave emphasizes that a well-crafted business plan is crucial for articulating the business model, objectives, and strategic direction, which is essential for both entrepreneurs and stakeholders.

The marketing component of a business plan is critical in assessing market potential and devising strategies to mitigate future risks (Delmar and Shane 2003). Bruni and Verona (2009) highlights that the marketing aspect involves analyzing the size of the potential market, consumer preferences, and competitive dynamics. This analysis informs marketing and promotional strategies, ensuring that the product reaches the target audience effectively. The significance of this aspect lies in its ability to align product offerings with market demand, thereby enhancing the business's competitive advantage. Research by Kotler and Keller (2016) supports this view, indicating that comprehensive market analysis helps in identifying opportunities and threats, enabling businesses to position themselves strategically in the marketplace. A Marketing 4.0 approach, which prioritizes brand identification and brand image, has the potential to impact customer satisfaction and subsequently boost client purchase intentions (Dash, Kiefer, and Paul 2021).

The production aspect of a business plan outlines the processes involved in manufacturing the product, from initial stages to delivery to consumers. This section is pivotal in ensuring operational efficiency and product quality. Detailed production planning helps in resource allocation, cost management, and process optimization, which are essential for achieving production targets. As noted by Stevenson (2018), an effective production plan not only ensures the smooth operation of manufacturing processes but also enhances overall business competitiveness by reducing costs and improving product quality. The integration of lean manufacturing principles and just-in-time (JIT) production methods, as

suggested by Womack and Jones (2003), can further optimize production efficiency and responsiveness to market demands.

Financial analysis is a fundamental component of any business plan, providing insights into the financial viability and sustainability of the business. It encompasses projections of revenue, expenses, cash flow, and profitability, which are crucial for assessing the financial health of the business. According to Brigham and Ehrhardt (2013), a robust financial analysis not only aids in evaluating the feasibility of the business model but also serves as a tool for attracting investors by demonstrating potential returns on investment. This aspect is essential for making informed strategic decisions, planning for future growth, and securing necessary funding. The role of financial ratios, break-even analysis, and cash flow projections in financial planning is emphasized by Ross, Westerfield, and Jordan (2016), highlighting their importance in assessing the business's financial performance and risk.

The administration and development of the workforce is the main emphasis of the human resources (HR) section of a business plan. It includes the processes of hiring, educating, assessing performance, and retaining employees. Efficient HR management is crucial for attracting and maintaining talented people, cultivating a favorable organizational culture, and ensuring that employee skills fit with business goals. Wood (1999) contends that the implementation of strategic HR management amplifies worker satisfaction and efficiency, so making a significant contribution to the overall success of a corporation. In light of globalization and technology improvements, the changing nature of work requires HR strategies that can adapt to remote work, flexible scheduling, and satisfaction with work (Cascio & Boudreau, 2016). HR services become even more efficient and effective when technology is incorporated into HR procedures. Examples of this include the use of human resources analytics and electronic resources for performance management and recruitment (Stone et al. 2015).

While the foundational elements of business planning are well-established in the literature,

there are areas that warrant further exploration to align with contemporary business environments. One such area is the integration of digital marketing strategies within the marketing aspect. In today's digital age, traditional marketing strategies are often insufficient (Leeflang et al. 2014). The rapid growth of digital platforms necessitates the incorporation of online marketing, social media engagement, and data analytics to reach and engage consumers effectively (Jayaram, Manrai, and Manrai 2015). This shift highlights the need for businesses to adopt omni-channel marketing approaches that integrate both online and offline strategies to enhance customer reach and engagement (Timoumi, Gangwar, and Mantrala 2022).

Furthermore, the production aspect must consider the impact of technological advancements and automation on manufacturing processes. Technologies such as artificial intelligence (AI), the Internet of Things (IoT), and robotics are transforming production landscapes by enhancing efficiency, reducing costs, and improving product quality (Porter & Heppelmann, 2015). Future business plans should incorporate these technologies to optimize production processes and respond swiftly to changing market demands. The financial analysis section, while comprehensive, should also account for sustainability and environmental considerations. Investors and consumers are increasingly prioritizing sustainable practices, making it imperative for businesses to incorporate environmental, social, and governance (ESG) factors into their financial planning (Henisz, Koller, and Nuttall 2019). Garcia, Mendes-Da-Silva, and Orsato (2017) indicates that companies with strong ESG performance tend to have better financial outcomes and attract more investor interest. Therefore, integrating sustainability metrics into financial analyses can enhance the appeal of business plans to socially conscious investors.

In the HR aspect, the importance of organizational culture and employee engagement cannot be overstated. As the workforce becomes more diverse and globalized, fostering an inclusive and engaging work environment is

crucial for attracting and retaining top talent. Studies by Harter, Schmidt, and Hayes (2002) demonstrate a strong correlation between employee engagement and organizational performance, underscoring the need for businesses to invest in culture-building and employee development initiatives. Additionally, the rise of remote work due to the COVID-19 pandemic has necessitated flexible HR policies that accommodate work-life balance and employee well-being (Spence, 2021). Business plans should incorporate strategies for remote work management, digital collaboration tools, and mental health support to ensure employee satisfaction.

3. Method Innovation

This study utilizes a qualitative research approach to thoroughly examine entrepreneurship practices located at Jl. Adi Sucipto No. 19a, Rembiga, Kec Selaparang, Mataram City. Qualitative approaches are selected due to their capacity to capture subtle and detailed insights and understandings through the examination of non-numerical data. These methods are particularly well-suited for investigating intricate business phenomena (Creswell, 2014). The research centers on examining many parts of the company plan, encompassing marketing, production, financial, and human resources dimensions.

A combination of both primary and secondary information were used in the data collection process. The collection of primary data involved conducting semi-structured interviews with firm owners and staff, along with firsthand observations of daily activities. These methodologies offered direct insights into strategic decision-making, operational difficulties, and consumer contacts, hence enriching the analysis's depth (Merriam, 2009). The secondary data sources consisted of sales records, financial accounts, and historical papers, providing qualitative as well as quantitative information points. This combination enabled a thorough comprehension of the company's context, aiding

in the examination of patterns and performance measures over a period of years (Yin, 2018).

The research followed a systematic approach beginning with defining the scope and objectives, which involved formulating specific research questions aimed at evaluating the effectiveness of the business plan. A comprehensive literature review was then conducted to establish a solid theoretical framework. Primary data were collected through interviews and observations, complemented by secondary data sourced from business documents. Thematic analysis was applied to qualitative data from interviews, while content analysis was used for quantitative data, allowing for the extraction of significant themes and insights. The study concluded with drawing conclusions based on the analyzed data, offering practical recommendations to improve business operations and ensure sustainability.

The validity and reliability of findings were ensured through triangulation of data sources and methods, allowing for cross-verification and validation of interpretations (Denzin, 1978). Ethical considerations were paramount, with protocols in place to protect participant confidentiality and ensure informed consent throughout the research process (Creswell & Poth, 2018). While the study provides valuable insights into localized entrepreneurial practices, its applicability may be limited to similar contexts. Future research could expand on multiple case studies across diverse industries and regions to enhance generalizability and deepen understanding of business planning dynamics.

4. Result and Discussion

The Cemal Snack business focuses on selling Chicken Fried Dumplings, a popular Chinese snack wrapped in dumpling skin filled with chicken, vegetables like carrots and spring onions, and a special dough that is low in calories yet high in protein. The product is presented in attractive and practical packaging, enhancing its appeal to consumers. Promotion strategies include leveraging social media platforms such as Instagram and WhatsApp, alongside distributing pamphlets and direct marketing to local

communities, including campuses and residential areas.

Pricing strategy positions the product competitively at IDR 9,000 per pack containing three dumplings, making it accessible to both students and non-students alike. Future plans include diversifying flavors to cater to varying consumer preferences. The business is strategically located on Jl. Adi Sucipto No. 16a, Rembiga, Kec. Selaparang, Mataram City, enabling cost savings on rent and convenient access to raw materials through private transportation.

The production process emphasizes quality and freshness, with ingredients carefully selected to exclude preservatives. Each dumpling is crafted from a blend of chicken, tofu, wheat flour, eggs, and seasoning. The process begins with mixing minced chicken, tofu, and seasonings, followed by filling wonton skins and folding them into distinct shapes. Dumplings are then fried until golden brown and crispy, ensuring a delightful texture and taste for consumers.

Financially, the business maintains a structured approach to cost management and profitability. Table 1 outlines the costs of raw materials, totaling IDR 222,000, with initial capital investment set at IDR 952,500. Additional expenses include marketing and labor costs, underscoring the business's commitment to efficient resource allocation and operational sustainability. Table 2 illustrates the breakdown of capital investments, while Table 3 highlights ongoing operational costs.

Table 4 details the pricing analysis, indicating that despite the comprehensive cost structure, each pack of Chicken Fried Dumplings generates a healthy profit margin. This financial framework supports the business's growth trajectory and ensures competitive pricing without compromising on product quality or operational efficiency.

In discussing the findings and implications of Cemal Snack's business operations, several key themes emerge that underscore its impact and potential within the culinary market of Mataram City. This discussion explores market dynamics, operational strategies, consumer behavior, and

the broader implications for entrepreneurial practices in regional contexts.

Market Dynamics and Consumer Behavior; Cemal Snack operates in a competitive market where consumer preferences and economic factors play pivotal roles in shaping business strategies (Arena et al. 2021). The decision to focus on Chicken Fried Dumplings aligns with the growing trend of consumers seeking convenient yet nutritious snack options. These dumplings not only satisfy local tastes but also cater to health-conscious consumers by using ingredients low in calories and high in protein (Allen 2021). The marketing strategy, which includes social media promotion and direct outreach through pamphlets, reflects an understanding of contemporary consumer behavior (Rehman, Gulzar, and Aslam 2022). Social media platforms like Instagram and WhatsApp serve as effective tools for engaging with a tech-savvy demographic interested in exploring new food experiences (Chassiakos and Stager 2020). This approach not only enhances brand visibility but also fosters direct interaction with potential customers, facilitating feedback loops that inform product innovation and marketing campaigns.

Product Differentiation and Quality Assurance; Central to Cemal Snack's success is its commitment to product differentiation and quality assurance. By avoiding preservatives and emphasizing fresh, natural ingredients such as chicken, tofu, and locally sourced vegetable the business not only meets regulatory standards but also resonates with consumers seeking healthier food choices. The inclusion of tofu in dumpling fillings not only enhances nutritional value but also distinguishes Cemal Snack from competitors offering more traditional recipes. Quality assurance extends beyond ingredients to packaging and presentation (Ghaani et al. 2016). The use of mica packaging with added stickers enhances product appeal and ensures freshness, thereby enhancing perceived value among consumers. This attention to detail not only attracts initial purchases but also encourages repeat business and positive word-of-mouth referrals, crucial for sustained growth in a

competitive market environment (Kumar Roy, M. Lassar, and T. Butaney 2014).

Operational Efficiency and Strategic Location; The strategic decision to establish the business on Jl. Adi Sucipto No. 16a, Rembiga, Mataram City, reflects a pragmatic approach to cost management and operational efficiency. By opting for a roadside location, Cemal Snack minimizes rental expenses and optimizes logistics for sourcing raw materials and distributing finished products. This operational model not only enhances profitability but also ensures agility in responding to fluctuating market demands and seasonal variations (Kazancoglu et al. 2022). Efficient transportation further supports timely product delivery and customer satisfaction, key drivers of competitive advantage in the food industry. The streamlined production process outlined whereby dumplings are meticulously prepared, fried to perfection, and packaged for immediate consumption underscores the business's commitment to consistency and customer convenience.

Financial Viability and Sustainability; Financial sustainability is fundamental to Cemal Snack's long-term growth and resilience. The comprehensive financial analysis reveals a judicious approach to cost allocation, with initial capital investments structured to support operational scalability and market expansion. Despite inherent challenges, such as fluctuating ingredient costs and competitive pricing pressures, the business maintains a healthy profit margin through strategic pricing and efficient resource management. Tables detailing cost breakdowns and pricing analyses highlight the business's ability to balance affordability with profitability, ensuring continued reinvestment in product innovation and customer engagement initiatives. This financial acumen positions Cemal Snack favorably within the local market landscape, fostering investor confidence and potential partnerships for future growth opportunities.

Implications for Entrepreneurial Practices: For aspiring business owners in comparable geographic circumstances, in particular, Cemal Snack's entrepreneurial journey provides

insightful information about efficient business planning and management techniques. The triumph of Chicken Fried Dumplings highlights the significance of conducting market research, establishing product distinction, and using consumer-centric marketing techniques to attain a lasting competitive edge (Avieli 2013). The company's emphasis on qualitative techniques for data gathering and analysis is an example of a practical approach to decision-making that is based on operational insights and real-time customer feedback (Akter et al. 2019). By employing this adaptable method, Cemal Snack is able to both reduce risks and take advantage of growing trends and changing consumer preferences in the fast-paced food sector.

Future Directions and Recommendations; Looking ahead, Cemal Snack can capitalize on its current momentum by exploring new flavor profiles, expanding distribution channels, and enhancing digital marketing initiatives (Maciel and Fischer 2020). Collaborations with local suppliers and culinary influencers could further elevate brand visibility and appeal, fostering community engagement and brand advocacy. Investments in staff training and development are crucial for maintaining product quality and operational excellence amidst business growth

(Kumar, Singh, and Shankar 2015). Continued emphasis on sustainability practices, such as eco-friendly packaging and waste reduction measures, can also enhance brand reputation and appeal to environmentally conscious consumers.

5. Conclusion

In conclusion, Cemal Snack exemplifies entrepreneurial resilience and innovation in responding to local market needs and consumer preferences. Through a strategic blend of product differentiation, operational efficiency, and consumer engagement, the business has established a robust presence in Mataram City's culinary landscape. By navigating challenges and leveraging opportunities, Cemal Snack sets a benchmark for aspiring entrepreneurs seeking to thrive in competitive regional markets. The lessons learned from Cemal Snack's journey underscore the importance of agility, adaptability, and a customer-centric approach in achieving sustainable business growth. As the business continues to evolve, its commitment to quality, innovation, and community impact will remain pivotal in shaping its future success and industry leadership.

6. Table Data

Table 1. Materials

No.	Material	Amount	Total cost
1	Flour	2kg	IDR 14,000
2	Know	20 Seeds	IDR 15,000
3	Carrot	1/2 kg	IDR 8,000
4	Leek	1 bunch	IDR 5,000
5	Chicken meat	2kg	IDR 80,000
6	5 eggs	10 Items	IDR 25,000
7	Pepper	1 bks	IDR 10,000
8	Salt	1 bks	IDR 10,000
9	Garlic	1/2 kg	IDR 25,000
10	Oil	2kg	IDR 30,000
Total cost			Rp. 222,000

Source of data processed by the author 2024

Table 2. Capital Calculation

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Capital Calculation

Initial capital	IDR 952,500
Additional capital	-
Total	IDR 952,500

Source of data processed by the author 2024

Table 3. Capital Calculation

Asset Still	
Cost shrinkage	Rp . 9,215
Cost marketing	IDR 25,000
Cost wages	IDR 300,000

Source of data processed by the author 2024

Table 4. Selling price

Analysis Price Sell				
Product	Raw material	QT	HPP	Price Sell
Chicken Fried Dumplings	IDR 222,000	75	IDR 7,326	IDR 9,000

Source of data processed by the author 2024

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