

## How to Cite

Jihadkhan, Y. (2019). Classical mechanics for social benefit on catering food. *International Journal of Physics & Mathematics*, 2(1), 26-30. <https://doi.org/10.31295/ijpm.v2n1.80>

# Classical Mechanics for Social Benefit on Catering Food

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## **Abstract**

*At this time a lot of people who want to create an event or activity is simple and efficient. For example, in terms of food preparation and dish. Usually, they prefer to order food rather than make your own by reasons of time and effort even though it is a little expensive. From this thought, we had the idea to create a food catering business. In starting a business in any field, then the first thing you should know is the market opportunity and how to rake in order. How is the market opportunity that we want to enter in our business and how to obtain the order? The second is that we must be able to analyze the strengths and weaknesses of our competitors and the extent of our ability to compete with them in terms of price, service, and quality. The third is mentally prepared and the courage to start. Get rid of the psychological barriers of shame, fear of failure and inner war between desire and doubt. Do not forget to be ready to face the risks, where business risk is a profit or loss. The greater, fortunately, it risks even greater. The important thing is brave to try and start. Better try but fail than fail to try.*

**Keywords:** *business, mechanics, price, quality, service.*

## **Introduction**

Speaking of catering, did you know that the purpose of the catering?

The term catering is taken from the English word 'catering' from the root word 'cater'. He carries the meaning of the presentation of the food. Catering is also called renderer food or caterer. Precisely catering refers to the activity or business areas serving food and drinks to those who want to eat and drink. The results of these activities can generate a large profit. Business catering business different from the diner or restaurant. People come to the restaurant to eat, as opposed to where the presenter catering food comes to those who want to eat "means caterer desired to bring food and drinks ordered in a number of rather a lot to the customer premises (Ariani *et al.*, 2018; Mataram *et al.*, 2017). The conclusion about the discussion on the catering, I conclude that the catering business can be done by anyone as long as there is the confidence of businesses and ourselves through the stages we have discussed above such levels, or ways of doing business catering equipment in need, etc.

## **Research Method**

### *Business Catering*

Speaking of catering, did you know that the purpose of the catering?

The term catering is taken from the English word 'catering' from the root word 'cater'. He carries the meaning of the presentation of the food (Párraga *et al.*, 2018; Sánchez *et al.*, 2018). Catering is also called renderer food or caterer. Precisely catering refers to the activity or business areas serving food and drinks to those who want to eat and drink. The results of these activities can generate a large profit. Business catering business different from the diner or restaurant (Singapurwa *et al.*, 2017; Sulistiawati, 2018). People come to the restaurant to eat, as opposed to where the presenter catering food comes to those who want to eat "means caterer desired to bring food and drinks ordered in a number of rather a lot to the customer premises.

### *How do the catering business*

#### *a) Request for catering*

The demand for catering steadily increased over the years. The trigger is the growing number of high-income households, the number of weddings and corporate events. Many companies are using the services of a caterer to

serve lunch and dinner meetings in order to build the image and increase sales of their company (Sulistiawati *et al.*, 2017; Suwitri *et al.*, 2018). Lifestyle provides an opportunity for the catering business. Many housewives are now using the services of catering to prepare a lavish and unforgettable feast for their guests. Increasing numbers of women who use the services of a caterer to serve birthday parties, graduations, and wedding receptions for a simple reason. Mothers today just began to work outside the home so it does not have the time and energy to do all the planning party memorable. Even the concept of eating slowly transformed by a catering business: rather than go to the restaurant to eat the best food, the family can use the services catering to eat the same food at home (Velasquez *et al.*, 2018).

*b) The cost of the catering business*

Catering offers an opportunity to start a food service business with a lower initial investment than opening a restaurant. Your ultimate goal should provide a quality catering service, make every event memorable, providing outstanding catering service ranging from the selection and preparation of food, serving food, equipment, set up and clean the areas designated, coordination and consultation of food to serve a specific event. Cost for the catering business will depend on what you put in the kitchen. To suppress the initial fee, you can start a catering business by renting the cooking supplies. You can rent the kitchen facilities of equipment rental businesses that serve them. If finance is stable you can buy your own equipment. By renting the equipment, facilities, and equipment, you can use the first few months to build up your reputation, develop capital for investment, expansion and evaluate how much time and money to be invested.

*c) Potential earnings*

The potential revenue from the catering business depends on the size of the event served. Unlike other businesses, catering management and organizational skills require a good business to be successful. Your ability to maintain operating costs while maintaining high-quality services is also important. Many people say that the profit in the catering business is the best in the food and beverage industry. To reduce costs, you can use as a home office, then hiring employees and renting the kitchen of a nearby restaurant. With the seasonal nature, catering employees typically do not require a lot throughout the year. However, the most important is business not only provides great food but also the quality of service. The catering staff must respond to the needs of clients, flexible and professional.

*d) What do you need*

To successfully run a catering business requires talent and passion for cooking a delicious meal. You must have a plan and be an exceptional manager. You must be highly organized, yet flexible enough when facing changes at the last minute. Some types of catering now offer online booking ranging from appetizers to desserts with a minimum of 48 hours notice. You do not need education or special training to become a successful caterer. However, you can take some courses in the culinary institute or vocational schools that can significantly help improve the quality of your food preparation. Your success will be directly related to the planning and implementation of the plan. Understanding what the client wants and give them what they want through the service satisfactory manner.

*First Step Business Startup Catering*

Along with the flurry of increasingly high society, then they would not occupy with the cooking that does take a lot of time, energy and mind. To that end, Catering services become the primary choice in order to resolve the issue. Currently, the catering business became one of the basic needs of the people, especially the workers who actually have busy is quite time-consuming. In addition, the Business Catering is also needed by the community in a variety of events, such as weddings, circumcisions, birthdays, Thanksgiving, seminars, and many other events that would require the services of Catering to provide food in considerable amounts.

Catering businesses including promising business, so many people began to look at this one business. However, the hobby just does not seem enough to make this business a success, because it must know what just Beginnings required for Starting a Catering Business and how to develop it so that the business can survive in the midst of competition is quite tight. The Catering business is one business that will never die, as long as it can manage it properly and professionally.

To know the First Step Business Startup Catering to be a success as expected most people, consider some of the following guidelines:

a) *Do the research*

Do some serious research before starting to Business Catering, for example, what type of food that is controlled, the market needs, market competition, competitors, market price, and others.

b) *Determine the target market/consumer*

It remains to be determined, who will be the target market of Business Catering, is a celebration, children, office, or other events.

c) *Preparing for venture capital*

Venture capital needed to purchase some needed equipment, such as cookers, food preparation tools, and cutlery. So that it can provide a package of services, ranging from the provision of food to eat for a party rental equipment.

d) *Prepare additional professional personnel*

Because the business is run will produce large quantities of food, then it will certainly require a lot of manpower to support the smooth running of the business. Make sure to select employees who have expertise in the field of cooking, keeping food hygiene, and know how to create a sense of good food.

e) *The promotion strategy*

Promote practical and efficient manner so that consumers know this Catering Business. Promotional efforts can be made online or offline. If online, of course, could begin a guerrilla in the virtual world, for example through social networks Facebook, Twitter, and others. For offline, can do by distributing pamphlets, business cards, brochures, and others.

f) *Create a good image in the eyes of consumers.*

If the food is good, then the consumer will be re-ordering of the Catering Business services. Therefore, the key to the success of this business is to keep the quality of the taste of cooked food, hygiene, and halal food, and equipment used.

To become a caterer does not have to be a cook first, but the most important is the ability and willingness to manage this business. As a first step, you might not even need to spend a large capital because you can utilize the kitchen and cookware were already there. In fact, labor affairs and you work together with other family members. Here, in addition to a hobby, while you can earn extra income families, is not it? It may be said that the catering business includes the type of business that has the potential. Especially now people are very conscious about their health is not just a meal. So there are many advantages that can be offered here, such as special catering diabetics, pregnant and nursing mothers, diet, food that is free of MSG or made from organic vegetables, and much more. But, do not forget before you must consult or cooperate with a nutritionist if you are interested in catering-related health.

*Supplies required in the catering business*

a) *Location*

The choice of location here is not to be strategic, because in general this business you can do anywhere, for example, by utilizing the space on the part of your personal home. Just to note is not to disturb the neighbors and the neighborhood. But for the kitchen, should be cultivated at least passable cars. Because if your business grows, the vehicle that is the alternative to facilitate transportation. In addition, get the location of the kitchen is maintained clean so that the resulting dish can meet health standards.

b) *Customers*

Next is how you attract customers. Either by sending food samples to buildings marriage. Usually if appropriate, they will be a kind of agent at a time when there will be a media campaign that rented the building for a party. Or you can also offer your food to the office or factory environment. Varied menu options will certainly make them want to recommend your caterer is everywhere. Because the catering business started from the tongue down to the heart. If you need to quickly distribute food menu from house to house to the office with a list price. Take advantage of the always existing events to continue the promotion, such as gathering, recitals even though during fasting.

c) *Labor*

It is no secret that the catering business working order. Thus, the production activities began when the order has been received, in order to save on unnecessary costs. If the order in small quantities can take advantage of the residence. Perhaps family members can be invited to work together to help the catering activities, so that the

benefits could be doubled because labor is not paid. But if the orders started many, it is time to use a wider and more working capital.

*d) Working Capital*

Actually for business capital in this venture is not too heavy. Enough with hobbies do you have, which in this case is "Cooking". This is then used as the main capital. Next, you just need to spend a staple and buy kitchen equipment (as needed), which is estimated to reach approximately USD 3 million. Here does not mean you should have it's own facilities and infrastructure. But all that could be obtained from borrow or rent. If you are able to build relationships between relationships, working capital requirements may be less absorb the funds as a whole. Purchase requirement staple for example, if you already have a subscription and a steady supplier, could be expected to negotiate ways of payment retroactively. To overcome the cash purchase can be expected to fund and advance reservation. Lack of equipment can be rented with payment behind, just simply finish in the money at him. Going forward, the lack of funds could not be postponed, however, must still be provided.

To determine the need and shortage of funds appropriately, then it must be prepared cash flow (cash flow) is neat and rational, as opposed to the market price. The lack of funds to be provided, in addition, to being cultivated from their own capital, may need to sell assets of others or looking for a loan to the bank. But to take steps at high risk, you ought to be cautious in spending the finances. Another important thing that you need to research is the price factor competitors and compare them with your pricing strategy. Not infrequently our price is too expensive because the production system is wrong and ineffective. For that, you need for example to find a supplier capable of supplying raw materials at prices really cheap. Or you use a stove that is wasteful. They can even the wrong components of your menu. Here you need to do the experiment many times to find the right formula that can really compete. But there is also a good idea if you do a little research to determine the marketing concept so that you are ready to compete with its competitors.

*The risk factor in the catering business*

Usually, the food is packaged in a box whose contents consist of rice, fish or meat, vegetables, side dishes were quite as main menu plus a dessert of fruit or pudding. The cost of each box is quite diverse, starting from Rp 12,500 s / d US \$ 20,000 depending on variations of the menu offered or selected customers. But, do not rule out the prospect will be consulted about the menu and the number of guests invited. Especially for events in the building usually, customers will order an average of between 750 - 1000 servings. So to the event, every customer must prepare a minimum of money between Rp. 15 million/IDR. 20 million. From here you can gain a minimum of 25% of the price of the order.

There are also risks encountered in the catering business are presented food stock has been exhausted before the time the party ended. This could be a negative impact on credibility perpetrators catering services. Usually, this problem arises because the number of servings of food ordered does not correspond to the number of invitations. So, to avoid such disclosure should be required of the consumer, so that adverse events between the two sides can be resolved. Another risk is the issue of timeliness. In this case, you should be able to set the time in the beginning, like when shopping staple, weigh and mix the ingredients, save it before it is processed even at the time of processing and drive. And if it turns out factors such delays due to traffic congestion, then that should be done is to find information about which areas are often congested. So you can estimate the time of delivery and orders can be acceptable to the customer on time or according to the agreement. Because customer satisfaction is number one.

## **Conclusion**

So the conclusion about the discussion on the catering, I conclude that the catering business can be done by anyone as long as there is the confidence of businesses and ourselves through the stages we have discussed above such levels, or ways of doing business catering equipment in need, etc.

Thanks and Regards.

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