



# **Business Plan and Implementation Report on Culinary Business “Rendang Ratu”**

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## **Authors' contributions**

*This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.*

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## **ABSTRACT**

This paper was created with the aim to comparing the results of Rendang Ratu business implementation with the planning that had been previously designed in 2022. This business was created by considering the average data on beef consumption by Indonesian people, which tended to be static in the last five years from 2015 to 2021, so that impact on the low animal protein intake in the society, especially for the middle to lower economic class. However, animal protein from meat is an excellent food source for human growth, where this protein complements amino acids that are primary needs as well as the nutritional investment in maintaining long-term health. From this condition, the high demand for meat consumption has shown an opportunity to develop a business in avoiding the fluctuating price of meat and also increase the amount of meat consumption in Indonesia, especially in traditional Indonesian meat dishes. Rendang is a traditional Minang dish made with meat. Rendang Ratu is a Food and Beverage business specializing in processed meat products made with original-natural West Sumatra spices. For this reason, the methodology used is to look at the results of the business design, whether it is realized well or comes up with differences during the implementation process.

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Furthermore, the differences found become objects resolved by referring to marketing management theories. The results of this business implementation are well realized, although several gaps have been resolved with solutions referring to marketing management theories. Henceforth, based on the results of observations and existing opportunities, the business development will be formed by expanding product services by providing other processed meats. Thus, the products produced can be more varied, and the target market can be more expansive.

*Keywords: The needs of animal protein; the level of meat consumption; rendang; food and beverages business; marketing strategy; five orientation marketing; marketing mix.*

## 1. INTRODUCTION

Animal protein from meat is an excellent food source for the growth and development of people because quality animal protein with complete amino acids is a primary need, as well as a form of nutritional investment in maintaining long-term health. However, in reality, meat consumption in Indonesia has remained static in the last five years from 2017 until 2021 and it's still at the same level as in 2011 as shown in Fig. 1.

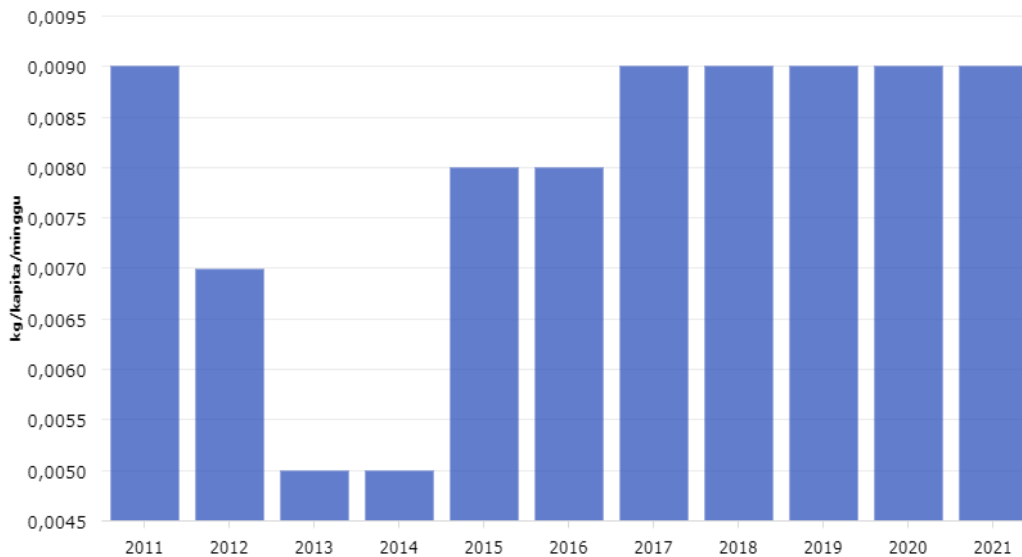
Based on Fig. 1, it can be seen that the average consumption of beef by the Indonesian people has remained static in the last five years, from 2015 until 2021. According to Annur [1], as a report by the Central Statistics Agency (BPS), the average consumption of beef or buffalo meat in Indonesia is 0.009 kilograms (kg) per capita per week during the 2017-2021 period. In 2012, the average national intake of beef and buffalo meat fell to 0.007 kg per person per week, and from 2013 to 2014, it again fell to 0.005 kg per person per week. However, 2015 saw the highest rate of consumption increase, increasing 60% from the year before. However, the average consumption of beef or buffalo is still less than that of chicken. The average national consumption of chicken meat reached 0.14 kg per capita per week in 2021. Of course, the low level of meat consumption also affects the low level of animal protein intake in Indonesian society, especially for the middle to lower economic class.

Lack of animal protein results in a slow rate of body growth and intelligence, especially in children who are potential future human resources (HR). Animal protein is an excellent food source for the growth and development of children because of its complete amino acid content. If not addressed, this problem will have long-term effects on the quality of Indonesian human resources in the future.

In research from Angelia [2], as cited by the Ministry of Trade (Kemendag) Republic Indonesia, there are two main obstacles causing the scarcity of meat consumption in Indonesia. The first is the low purchasing power of people toward meat. Eating meat relates to many factors, including tastes and living standards, people's incomes, prices, and macroeconomic conditions. Meat is still a luxury food commodity with relatively high prices. The second obstacle is the amount of meat production, especially domestic beef, which does not meet the consumption needs of the Indonesian people. In addition, there are also problems in distribution channels and the meat trade system in Indonesia. Eventually, this then leads to a scarcity of the amount of meat in the market according to economic law, if the amount of production does not meet market demand, it will have an impact on the increase in the price of the meat itself.

In research from Jayani [3], the average decrease in beef consumption in Indonesia in March 2021 compared to March 2020 was 2.6 percent. The decline in the level of beef consumption among Indonesians was caused by an increase in prices, mainly due to the Covid-19 pandemic, which caused Indonesia's economic condition to slump so that people's purchasing power decreased and also had a direct impact on the level of public consumption of meat commodities. In fact, when the price is "normal," the meat consumed by the Indonesian people is still relatively small. As a result, people consume beef only in certain circles [4].

From the condition above, it is shown that meat dishes open a precious potential for business. The needs for meat dishes are essential every day, and the fluctuating price of meat opens the potential to think about how to fix the problem. Therefore, an idea emerged to increase the amount of meat consumption in Indonesia, especially in traditional Indonesian meat dishes.



**Fig. 1. Diagram of average beef/buffalo consumption in Indonesia (2011-2021)**

Sources: *databoks.katadata.co.id*

Rendang is a traditional Minangkabau dish made with meat, coconut milk, and spices. These spicy dishes are popular among people from all walks of life. CNN launched a survey of the world's 50 most delicious foods on September 7, 2011. According to a CNN survey which was followed by over 35,000 people from all over the world via Facebook social networking site, Rendang is the most delicious food in the world [5].

## 2. LITERATUR REVIEW

### 2.1 Opportunities to Open a Business in the Beef Food Sector

According to Putri [6] in her article CNBN Indonesia entitled RI Imports 22,816 Tons of Meat in March 2022, Up Almost 200% said that the price of beef is increasing day by day. This is due to the increasing cost of beef not being able to incentivize the welfare of farmers. The increase in beef prices has resulted in decreased purchasing power. The results of research by Putri [6] show that the determinants of beef prices are based on beef demand, beef production, and the cost of imported beef in circulation. The increase in beef prices is due to an increase in beef production that has not been able to meet the amount of demand, so the price of beef will continue to increase. Seeing this, the opportunity to open a business in the food sector, mainly processed meat culinary, is needed and has a great opportunity. Rendang Ratu is present as a business engaged in the meat-based food

production sector that produces processed products that can meet the demand in the market.

### 2.2 Strategies with Innovative Product Variants, Product Packaging and Additional Benefits

According to Egim et al. [7] in his article entitled Rendang Business Development Model through Product Innovation and Access to Capital during the Covid-19 Pandemic in Padang City, explains that through product innovation, such as additional product variants, enhanced product packaging, and extra benefits provided to consumers, will really be able to improve product quality, increase uniqueness, and differentiation from other competitors. Likewise in this case, Rendang Ratu emphasizes on the variety of flavors of rendang and rendang sauce products that are sweet, original, and spicy. Moreover, it is also supported by modern packaging design where the packaging is also equipped with a double layer with zip lock which is a plus point for costumers' convenience. This may influence consumers' decisions to purchase the products. Increasing product purchases, whether from new customers or those who have done so regularly, can also show customer loyalty, which makes it difficult for customers to convert to other products, which will enhance income for business. Based on the explanation above, with an increase in income and an increase in market share, there can be a development of the

Rendang Ratu business during and after the Covid-19 pandemic.

### 2.3 Hypothesis

The hypothesis for this paper is about "The low level of beef consumption in Indonesia is influenced by the high selling price of beef and the lack of public awareness about the importance of the benefits of consuming beef". The hypothesis will be evaluated by seeing the gaps between the implementation of the business model and the planning that was already arranged previously in 2022.

## 3. METHODOLOGY

### 3.1 Business Profile

Rendang Ratu is a business engaged in the field of Food and Beverages (FnB) focused on processed meat products. The products offered are Rendang and Rendang Sauce which have the product concept of "Authentic Rendang Padang That is Easy to Bring and Easy to Eat". This company runs a business that creates the culture, habits, desires and culinary identity of West Sumatra. The slogan of Rendang Ratu was inspired by Jonathan Safran Foer, an American fiction writer, "Food is not rational. Food is culture, habit, craving, and identity".

For this reason, Rendang Ratu has a vision of "Becoming a rendang ambassador for a company that not only sells products but also introduces West Sumatra culture". Becoming a rendang ambassador means that Rendang Ratu will promote and represent West Sumatra Rendang products, to be able to raise Rendang's image in public, and give the best to customers, investors, partners, society, and the environment.

With this great social responsibility, Rendang Ratu tries to give positive things to the company's internal and external environment through product providers as well as the preservation of Minangkabau culture. In addition, Rendang Ratu tries to provide jobs to empower the workforce so they can grow together with their environment. Rendang Ratu believes if the environment develops, Rendang Ratu's business will also develop. For this reason, Rendang Ratu will help to develop its environment by providing quality products and strengthening the identity of Rendang from West Sumatra. The mission carried out to achieve this vision is by:

1. Selling quality products and having the best quality.
2. Become an ambassador for rendang products of West Sumatra.
3. Providing customer-oriented based services.
4. Creating mutually sustainable business growth.

At its inception, Rendang Ratu positioned itself as innovative from competing companies because of the unique concept carried. It planned in 2022, the model that Rendang Ratu business accomplished through an online and offline outlet. The online media used are social media and Market place. For social media used are Facebook and Instagram, meanwhile for the marketplace used are Shopee and MbizMarket. For the offline outlet planned to open in the owner's own house by utilizing the existing building beside the house. This is located at Kurao Pagang Street Number 11 Siteba, Nanggalo District, Kurao Pagang Village, Padang City, and West Sumatra Province. Indonesia.

Rendang Ratu products are aimed at all segments of society. In terms of geographical segmentation, Rendang Ratu wants to serve in particular people who live or visit urban areas in Padang City and in general throughout Indonesia and export abroad. Meanwhile in terms of demographics, that is the general public from various backgrounds from students to university students. In terms of behavior, the business targets young people and mothers who know the process of making rendang takes quite a long time so they choose to buy the finished product. The target market for Rendang Ratu is all ages and recommends for people in the age range of 5-65 years old who have an interest in traditional food. The business plan of Rendang Ratu is to become a supplier of rendang in the city of Padang and become an ambassador for rendang products in the city of Padang.

For now, the organizational structure of Rendang Ratu is still in a simple form because the business is still a small. The organizational structure of Rendang Ratu consists of several sections namely the manager, chief financial officer, chief marketing officer, and chief operational officer who have their respective job desks from each section. The Managers, tasked with analyzing the market, have the ability to function management, from the aspects of marketing, operations, human resources, and finance. On the other hand, Chief financial officer tasked with managing finances, recording

existing transactions, and reporting transactions. The Chief marketing officer is in charge of all marketing activity and promoting products, especially with the use of social media. Lastly, the Chief operational officer, is in charge of making the production process from raw materials to finished materials.

However in the future, the business can develop further the organizational structure will follow the developments by perceived demands on the performance of Rendang Ratu. In the process of making a rendang product, it is produced in collaboration with Golden Catering limited liability company (CV).

### **3.2 Business Model**

Rendang Ratu runs the business by referring to the business model canvas that has already been designed. According to Osterwalder & Pigneur, [8], this business model changes the business concept that was initially complicated to do to be simple to do and divides into nine elements, namely: Customer Segment, Value Proposition, Channel, Customer Relationships, Revenue Stream, Key Resources, Key Activities, Key Partnerships, and Cost Structure. The following is an explanation of the nine elements of Rendang Ratu business model canvas:

#### **3.2.1 Customer segment**

This segmentation is used to find out the target consumer who is targeted. Rendang Ratu targets all ages, male and female consumers in Indonesia. Specifically, the targeted customers are travelers, tourists, and boarding students currently living and visiting Padang city.

#### **3.2.2 Value proposition**

Rendang Ratu has a product value by producing authentic Rendang and Rendang Sauce. The variations in the level taste of products and the best quality packaging that already uses double layer packaging with zip lock making it easier for consumers to store the product after consumed is also a plus value for consumers. In addition, the product already uses a sterilization process that makes the product last up to 3 months in freezer storage.

#### **3.2.3 Channels**

Segmentation Channels used by Rendang Ratu to reach consumers are using online and offline

selling methods. The offline selling of Rendang Ratu allows consumers to visit the production house directly. Meanwhile for the online selling, the products are sold online through online shops (Instagram, Facebook, and WhatsApp) and the marketplace (Mbizmarket and Shopee).

#### **3.2.4 Customer relationship**

To get and retain new customers, Rendang Ratu provides a free COD (Cash on Delivery) service in the Padang area. Moreover, the Rendang Ratu business also often gives bonus products to loyal consumers or consumers who buy large quantities. In addition, the latest update to the Rendang Ratu product catalog makes it easier for consumers to find existing product updates.

#### **3.2.5 Key resources**

In running a business, supporting resources are needed to make the business process run well. The primary raw material used is meat obtained from suppliers verified as halal by the government of Padang City. In addition, the ingredients for the spices were purchased directly from the neighboring town as the first best supplier of fresh groceries, Padang Panjang City. It is known in the city that the production of goods is of the best quality and produces fresh food ingredients. After getting raw materials from suppliers, the process can be carried directly to the production house to carry out the manufacturing process. Finally, employees maintain the quality of the product when carrying out the process of making rendang and rendang sauce in the production kitchen.

#### **3.2.6 Key partnership**

Rendang Ratu cooperates with various parties to optimize this business by building good partnerships. Raw material suppliers spread across the cities of Padang and Padang Panjang with good quality raw materials to facilitate the production process from raw materials to finished products. Experienced packaging material suppliers also make packaging from labels, and Rendang Ratu packaging looks more exclusive. In addition, the number of souvenir shops in the city of Padang which are also cooperation partners, is also one of the processes of expanding the distribution of Rendang Ratu products. Moreover, the government of West Sumatra, especially in the City of Padang, is a supporter so that the Rendang Ratu business

can become a rendang ambassador in West Sumatra.

### 3.2.7 Key activities

The activities in this business included material survey activities at Raw Material Supplier and Packaging Supplier, Production, Quality Control, Packing Process, and Last Quality Control till the product storage process. Furthermore, determine the sales or marketing strategies from designing social media concepts and content to attract consumers, it started from creating social media accounts from Facebook, Instagram, and Whatsapp businesses as well as online shop accounts from MbizMarket and Shopee as a wider product introduction media to consumers.

### 3.2.8 Revenue stream

The source of income serves to explain where the income received by the company or business venture. The source of income obtained by Rendang Ratu is from all sales of Rendang and Rendang Sauce products that are sold online (sales from social media and online shops) and offline (sales from production houses).

### 3.2.9 Cost and structure

The last segmentation is cost structure that consists variable costs and fixed costs. In this case, fixed costs are consist of employee salaries, promotions, transportation, and electricity and internet costs. Whereas Variable cost consists of raw materials that adjust from a monthly plan or look at market conditions for each month.

## 3.3 Marketing Strategy

In current developments, there are many ways to market products to consumers. However, it is also undeniable that there are many discrepancies between the products offered by the company to consumers. Many companies are only concerned with company profits and forget about customer satisfaction. Even though the marketing concept seeks to convey satisfaction to consumers for a period of time that is not only short term but also for the long term.

For this reason, the right marketing strategy is needed to be able to compete and also generate profits for the company and consumers. Seeing the potential that can be applied in future business concepts, there are several marketing

strategies used by the Rendang Ratu business, including the five orientation marketing concept and marketing mix strategy.

### 3.3.1 Five orientation marketing concept

#### 3.3.1.1 Production concept

The production concept emphasizes production efficiency, low cost, and mass production. Rendang Ratu produces products in large quantities in order to reduce production costs. In addition, the production process also uses quality ingredients at a predetermined dosage, so that the taste and quality of the product can remain constant and stable. The product production process of Rendang Ratu has also used a sterilization process so that the product is more sterile and has a long shelf life. Moreover, The business also convinces consumers by using natural ingredients without chemicals. Long-lasting products do not use preservatives but are derived from natural ingredients that have strong antimicrobial activity, so rendang can last a long time, even up to 3 months at room temperature.

#### 3.3.1.2 Product concept

According to Ricard Lewis [9] cited in Philip Kotler's marketing theory of product strategy, product strategy does not only consider customer solutions but offers flexible benefits and creates creative innovations. In this concept, producers no longer play the role of satisfying customer wants and needs, but rather play a role as creators of customer want and needs. In this case, besides providing a variety of rendang products, the Rendang Ratu business also offers product innovation, namely rendang sauce. Rendang sauce is a solution for consumers who may be bored with processed meat products or wants to find a different atmosphere in consuming rendang but want to eat food with rendang nuances, such as eating an omelet with rendang sauce or simply eating crackers with rendang sauce. In addition, the rendang sauce by Rendang Ratu product is also wrapped in a mini jar, making it easier for consumers to carry the product everywhere. With a product concept that has been designed according to the needs of the community, the business can survive in the midst of market competition.

#### 3.3.1.3 Selling concept

In this concept, the business will be sales-oriented, developing a product and marketing it to the target market without considering the needs or desires of the customers. In

accordance with the concept, the management of the company places a greater emphasis on making sales than on building relationships with consumers. In this case, the Rendang Ratu business utilizes social media to conduct online sales while spreading information about the advantages of product, specifically the beef. By highlighting the advantages of the product, this becomes a way to invite customers and boost their trust in it. Moreover, Rendang Ratu makes use of advertising features to keep its products visible on prospective customers' homepages along with highlighting the tagline "the authenticity of products made originally from the region of origin".

#### 3.3.1.4 Marketing concept

This marketing concept focuses on the interests and satisfaction of consumers. In this case, Rendang Ratu's business does product marketing by utilizing many social media and marketplace platforms such as Instagram, Facebook, Shopee, and WhatsApp, and making it easier for consumers to get information about products. Rendang Ratu's social media displays product information such as a price list, catalog, promotion, discount offers, etc. Moreover, Rendang Ratu social media also posted some info not only about the products being sold but also other informative things related to food, one example about the benefits of eating meat for health posted on its Instagram account. In addition, in terms of consumer payments, can be in cash or non-cash, which makes it easier for consumers to transact anywhere, anytime.

#### 3.3.1.5 Societal marketing concept

In the societal marketing concept, companies must think about the reciprocity of the products offered by maintaining a balance of environmental, social, and consumer welfare. In this case, the Rendang Ratu business has received a halal certificate and includes the halal logo from the Indonesian Ulama Council (MUI) on the products being marketed to provide a sense of security for consumers and also as a guarantee consumers that the Rendang Ratu products they consume are safe from harmful elements non-halal and produced lawfully and ethically.

### 3.3.2 Marketing mix strategy

According to Galli [10] in synthesizing Acutt [11] and Mind Tools [12], whether a business sells goods or services, its success ultimately rests on four factors known as the marketing mix: the

product, place, pricing, and promotion. These four Ps of marketing work together, and a measurement of performance in each area is necessary for adequate sales performance. A company should first respond to the specific requests or expectations that the consumer has in order to get started, which is the first P referred to product [12]. In its application in the Rendang Ratu business, the business managers intensify marketing activities by creating content that conveys product value and other interesting information that is in accordance with the business background. On Instagram, for example, business owners post education about the benefits of consuming meat, the parts of meat and the number of calories, the process of making rendang, the origin of rendang, and other information that establishes interaction with consumers. This activity certainly cannot be separated from the consideration of the marketing mix theory. Furthermore, the following is an explanation of each factor in marketing mix.

#### 3.3.2.1 Product

The first "P," refers to a product, which is any good or service that a business offers for sale as a product [11]. With a service offering, several variables can be measured to give a general assessment of the viability and success of the offering in a given market, including the quality of the service staff administering the amenity, the after-sales service, and the proportion of quality and attentiveness which is offered concern customers in the given market for the targeted and idealized customers [13]. The products sold by the Rendang Ratu business are in accordance with the initial planning which sells rendang and rendang sauce products. Product are made directly from their area of origin using typical West Sumatra spices make this product have a high authentic taste and value. In addition, the variety of flavors also adds to the value of the product where consumers can choose which product suits their taste.

#### 3.3.2.2 Price

According to Bonnici & Channon [14], the amount the customer must pay in order to receive the offering is known as the price. Because a product's price depends on a number of factors and is therefore always changing, pricing should be dynamic in order to accommodate these changes over time. Determining the cost of the goods, marketing strategy, distribution costs, advertising costs, or

any form of price variance in the market are crucial factors in pricing. However, if any of the variables change, the product's price may normally alter as a result.

In April-July 2022, the Rendang Ratu business offered the same selling price of rendang products as the plan made, that is IDR 75,000 (250gram), IDR 150,000 (500gram), and IDR 300,000 (1000g). However, at the end of July there was a fairly high price increase for raw materials. For this reason, adjustments were made to the price of rendang products which were also adjusted to competitors who sell rendang products in Padang city. For products weighing 250 grams, the price increased to IDR 88,000 (250gram), 500 grams to IDR 175,000, and 1000 grams to IDR 350,000. The price offered by Rendang Ratu is indeed quite high with a difference of around 5000 from the selling price of competitors, but the size of the meat pieces from Rendang Ratu is larger than the size of the competitor pieces and the packaging is also more exclusive.

In terms of pricing and payment, the Rendang Ratu business also provides cash and non-cash payments. Rendang Ratu provide Quick Response Indonesian Standard (QRIS) to make easier for customer to do non-cash transaction. Through this, consumers can make transactions from various types of mobile banking and digital wallets. This certainly makes the cashless transaction process faster, easier, cheaper, and safer.

### 3.3.2.3 Place

The location of a customer's typical purchase of a certain good or request for assistance or support from a specific service is the third "P" of marketing. A company should be aware of its target market and conduct a comprehensive analysis of its business location, specific product placement within its shop (if relevant), methods of distribution, and the precise manner in which it presents services and products to the consumer and end-user [11]. Undoubtedly, the idea of online platforms comes up in this discussion. An excellent illustration of how the placement of merchandise should take customer convenience into account. The biggest benefit of online shopping is how convenient it is. Customers can shop online and at their convenience from home for anything they want. Because the product was introduced during a pandemic, many people

were unable to leave their homes. The product was sold most effectively over the internet.

The location of Rendang Ratu's business is in accordance with the initial plan, by utilizing owner's own home area, located on Kurao Pagang Street Number.11 of Padang City. Although this location is not located in the city center, this location is quite strategic because it is on the main road. However, business actors focus on online sales to adjust the conditions when it is still in the post Covid-19 pandemic where direct contact is needed to be reduced.

### 3.3.2.4 Promotion

Promotion is the final of the four P's of marketing: Where, When, and How Will Ads Be Disseminated? [12]. usually the time of year and the season have a significant impact on this choice. There are many different ways to promote, such as free delivery in specific areas or paid promotion via influencers. However, due to the high cost of influencer, switching to customer testimonials also helps to promote the product. The promotion of Rendang Ratu business is carried out by utilizing social media and e-commerce. Business owner's make a product price list with detailed information so that consumers understand what they are buying and will get. Business owner also provide bonus products such as balado chips or egg rendang for consumers who make large purchases.

## 4. RESULTS AND DISCUSSION

With initial business planning, Rendang Ratu started in 2022 by utilizing the owner's house area at Kurao Pagang Street Number 11, Nanggalo District, Kurao Pagang Village, and Padang City. This location is on the main road but not in the city center. During the realization of business implementation, there were differences in the strategies used regarding business location. The Rendang Ratu business, which initially planned to open an offline store, has changed its approach, focused on sales at the e-commerce platform, and postponed opening an offline store. This decision was made with consideration. At the time of business implementation, it was still in the post-pandemic period, which encouraged the limitation of mobility activities and direct transactions. However, it was still an excellent first step in minimizing capital expenses but still a profitable strategy by taking advantage of facilities and



conditions where there is indeed a surge in e-commerce transactions in 2022.

For the marketing aspect, it was initially planned to conduct endorsement activities on influencers to boost sales. The initial plan from the Rendang Ratu marketing team was to work with influencer Fadil Jaidi who has 8.2M followers and is known as an influencer who has creative ideas and totality in product endorsements. However, at that time, the slot for Fadil Jaidi's Instagram story endorsement was packed until the end of 2022, and the endorsement feeds fee was quite large, IDR 5,000,000 for one content upload on Instagram feeds. This is considered quite a struggle for the initial stage as the business was in the development process and this was over the planned initial budget. Considering the large endorsement budget and insufficient funds, business owners refrain from using influencer endorsement services and overcome this by utilizing consumer testimonials.

Business owners like to interact with consumers. Usually, after consumers make transactions, business owners ask for honest reviews, criticisms, and suggestions from consumers. It is common for consumers to help promote products by mentioning the @rendangratu.id social media account on Instagram. This indirectly supports the product marketing process. The problem-solving efforts made refer to the experiential marketing strategy. This strategy is related to how to increase brand awareness and loyalty to establish customer lifetime value that continues to build over time. This marketing strategy is also based on the two-way nature between brands and consumers.

According to Liu, Fu, & He [15], experiential marketing is one strategy that has recently gained popularity across numerous industries. The experiential view of consumption was first presented by Holbrook & Hirschman [16] as an alternative to the information-processing perspective. According to Holbrook & Hirschman [16], three are three Fs—Fantasies, Feelings, and Fun—represent the objectives and standards for successful consumption from an experience standpoint. To put it another way, experiential consumption transforms the information-processing model's logical and goal-directed consumer into a pleasure-directed person constantly seeking entertainment, enjoyment, and "sensory-emotive" stimulation. Smell, vision, taste, hearing, touch, and balance are the six senses that experiential marketing primarily focuses on. Its significance has

increased because the idea of act experiences has received little attention from traditional marketing.

In short, this theory refers to consumers being actively involved in participating in the experiences that businesses create for them. Engagement here can include views and likes on social media, comments, sharing information, and communicating directly with the brand. In short, the marketing strategy carried out is to create experiences for consumers.

Referring to the theory of experiential marketing, Rendang Ratu business emphasizes the "taste" experience where the authentic taste of the product is directly made from its origin. The Rendang Ratu business emphasizes a unique experience for consumers where consumers can experience first-hand the truly authentic rendang Padang products from their home region, West Sumatra. This is meant for audiences or consumers to be able to try authentic Rendang Padang without directly visiting the city of Padang.

## 5. CONCLUSION

Based on business implementations that have been carried out from March 2022 to July 2022 with a business plan made previously, it can be concluded that Rendang Ratu is a business engaged in the Food and Beverages (FnB) sector that focuses on processed meat products. The products offered are Rendang and Rendang Sauce which have the product concept "Authentic Padang Rendang which is "Easy to Bring and Easy to Eat". In addition to earning a profit, this business also provides awareness of the culture, habits, desires, and culinary identity of West Sumatra. Strengthening these elements strongly correlates to the business tagline, "Food is not rational. Food is culture, habit, craving, and identity". For this reason, Rendang Ratu product wants to inform that this company provides food that not only sells products but also introduces West Sumatra culture.

During the business implementation process, several problems arose, causing differences between the initial business plan concept and the implementation results. The issues that arise are resolved by referring to the marketing management theory already discussed in the methodology section. However, there are several evaluations during the implementation period of the business implementation as follows:

Taking into account the costs and conditions of a business that is still in the pioneering stage, product marketing is focused on online stores by utilizing social media with the highest level of users, such as Instagram, WhatsApp, and Shopee. In the process, it must be connected to creating exciting content and establishing interaction with consumers. It is necessary to have the ability and creativity to see trends and consumer interests, which can then become a benchmark for determining what strategies will be used by business people. This becomes the key to the digital marketing process.

For evaluation, looking at the current environment where more users make transactions online than shopping offline, it is essential to adjust to environmental changes. Promotions, advertisements, and influencer services help the initial introduction of products more widely and increase sales significantly.

Overall, it is common knowledge that the culinary business is one of the most popular business sectors with quite large opportunities and is considered sustainable for the long term. Not only relatively easy, but the culinary business is also considered to be able to survive in the midst of uncertain economic conditions.

Starting a culinary business also does not always require large capital. Creating a culinary business can start from a home-based scale that is still conducted at home, where the location is flexible and the cost is more cost-effective. Furthermore, with the development of the digital era, entrepreneurs can sell products online by utilizing social media and e-commerce such as Instagram, Facebook, Whatsapp, Mbiz Market, Shopee, GoFood, and GrabFood.

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## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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