

Create and Develop Italian Food Business Opportunities with a Taste of the Archipelago at Sayeat.co

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Abstract

Creating a business idea in the 4.0 era is a challenge for entrepreneurs, where many new ideas and businesses have sprung up. Amid this very advanced development, it requires unique business ideas and products that suit consumer needs. The food and beverage business is very much needed amid the times because people need to eat, therefore the food and beverage business can provide customer satisfaction and bring profit. This paper aims to prove the strategy of creating and developing a food and beverage business, especially Italian food, with the taste of the archipelago that has developed in the era of 4.0 along with the times. This study reviews the strategy of creating and developing "Sayeat.co" products as a new business venture to find out how developing this business opportunity is. The qualitative descriptive method used in this research is because "Sayeat.co" focuses on interviews and field observations. This study analyzes how to create and develop products for new food and beverage businesses according to consumer needs. The authenticity of this research leads to fusion food that combines and mixes several different culinary elements from two countries to produce new flavors without eliminating the original flavors that have not been widely used in the previous food and beverage business.

Keywords

Innovation, Creating and Growing Business, Entrepreneur, Business Plan.

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