

Strategies in Improving Business Networks in Fried Banana Culinary Businesses

Ihsan Burhanudin¹, Resya Dwi Marselina², Anisa Putri³, Putri Nur Alis Azizah⁴

Universitas Teknologi Digital Bandung ^{1,2,3,4}

Email: ihsan10120532@digitechuniversity.ac.id¹, resyadwi@digitechuniversity.ac.id²,
anisa10120851@digitechuniversity.ac.id³, putri10120540@digitechuniversity.ac.id⁴

Abstract

The fried banana culinary business is the focus of this research for business strategy, with an emphasis on product quality, menu innovation, and digital marketing strategy. Maintained product quality, such as distinctive taste and visual appearance, influences consumers' positive preferences, according to sensory evaluation. The case study shows that menu innovation, especially in terms of variations in taste and presentation, is the key to the success of the fried banana culinary business. It is proven that digital marketing strategies such as special promotions and an active presence on social media can increase visibility and sales. The integration results emphasize that success in this industry requires a combination of consistent high-quality products, continuous innovation and the use of smart digital marketing strategies. The discussion acknowledges study limitations such as sample size and geographic scope, but also emphasizes the relevance of the results to the existing literature. So, to achieve long-term success in the dynamic fried banana culinary industry, the combination of these important components provides a strong foundation. They suggest maintaining product quality standards, developing an ever-changing menu, and using a more sophisticated digital marketing approach. To gain a broader understanding, further research can expand the geographic scope and involve more types of culinary businesses.

Keywords : business networks, culinary businesses, menu innovation, digital marketing strategies and consumer preferences

INTRODUCTION

The food sector is constantly adapting to changes in lifestyle and consumer preferences. The evolution of banana-based cuisine has kept pace with time. Bananas have been a commonly used and creatively incorporated component in cooking. An illustration can be found in the process of making fried bananas. During such circumstances, fried bananas not only serve as a delicious treat but also possess the capacity to be a lucrative enterprise. In the face of fierce competition, business owners must possess the knowledge and skills to broaden their business networks and improve the competitiveness of their products. Fried bananas have become a lucrative business opportunity in the fast-expanding culinary industry. Nevertheless, to sustain a competitive edge, it is imperative to execute appropriate strategies, understand consumers deeply, and foster innovation. In

today's highly competitive market, achieving success hinges on effectively tackling strategic concerns such as enhancing product quality, fostering innovative ideas, and establishing a robust brand image.

This research aims to ascertain techniques that fried banana culinary business owners can employ to address market challenges effectively, attain sustainable advantages, and make an excellent contribution to the general advancement of the culinary industry. Small enterprises must strengthen their operational procedures to optimize efficiency and efficacy, bolster income, and minimize expenses. Companies that successfully navigate competition will inevitably grow into more giant corporations. Within the context of fried bananas, possible problem formulations include product quality, menu innovation, and implementing digital marketing methods. The

research aims to assess the factors that impact product quality, identify novel menu improvements, and employ efficient digital marketing strategies. This research is anticipated to offer direction for boosting business and product competitiveness, enhancing brand image through branding strategies, deepening comprehension of digital marketing, and providing significant insights for future researchers in the culinary business strategy domain.

Commercial networks consist of a set of commercial connections linked to a company hierarchically, including suppliers and clients. In Turner & Endres (2017) define business networks as the capacity of network connections to link individuals with diverse business entities, including business partners, acquaintances, representatives, and mentors, in order to acquire essential resources such as information, financial capital, and emotional encouragement. Modieginyane et al., (2018) defines business networks as the inclusion of other business entities in producers' production and marketing activities. Producers employ intermediaries to enhance the efficiency of delivering commodities to the intended market. Intermediaries typically provide organizations with more advantages than they can attain independently, thanks to their network, expertise, and operational efficiency.

Business networking cultivates advantageous connections with other firms, prospective clients, or customers. The economy employs several business network organizations to oversee collaboration and coordination among organizational units. While business units are the usual configuration, these components can also function as part of a network that facilitates the

operation of business units. Vătămănescu et al., (2020) states that these organizations might be formal or informal. As stated by (Fu et al., (2022), creating and providing goods and services to clients involves establishing connections with customers and key suppliers and intermediaries in the company supply chain.

Business networks offer a significant advantage in market diversification, enabling enterprises to expand their client base by working with other companies and targeting new market segments (Heikkilä et al., 2018). Business networks can optimize the efficiency of the supply chain by mitigating risks and improving economic stability (Obeng, 2019). Efficient collaboration between distributors, manufacturers, and suppliers may guarantee a steady supply, save costs, and enable quick adaptation to market changes. The fundamental objective of establishing business networks is market diversification (Nagy et al., 2018). Networks allow firms to diversify their market reach and mitigate risks by avoiding dependence on a single market or distribution channel. Enhancing the availability of resources, such as information and financial assets, is a fundamental objective of business networks (Müller et al., 2021). Robust business connections facilitate the acquisition of resources that bolster firm expansion and long-term viability.

Production refers to the systematic process of creating commodities and services that are intended for consumption by individuals. The production objectives encompass the creation of commodities and services, fulfilling the requirements of individuals, exploring commercial prospects, and augmenting financial gains. As defined by Grover et al., (2018)

production refers to the human endeavor or action of converting something into a more usable form to fulfill human requirements. As stated by (Abbas et al., 2019), production refers to the conversion of various interactions into activities or actions that result in the creation of commodities or services, as well as activities that contribute to the long-term well-being of humans. Hadiprodjo and Soedarmo define production as the systematic improvement of production components' utility, form, timing, and spatial distribution to better serve human needs.

The marketing company aims to provide clients with the appropriate goods or services Olson et al., (2021) defines marketing as finding and aligning human requirements with eight essential marketing components: needs, market segmentation, product, value, marketing channels, supply chain, competition, and marketing environment. According to the American Marketing Association, marketing is an organizational function involving a series of processes to create, communicate, and deliver value to consumers. It also involves managing the relationship between consumers and the company to benefit both parties (Caseiro & Coelho, 2019).

METHOD

This study utilizes a literature review methodology to gather data from multiple pertinent sources, including written materials. Information is collected and researched by consulting journals, papers, and the internet. The primary aim of this literature investigation is to enhance comprehension of the current patterns in the culinary sector, with a particular emphasis on

enterprises that specialize in selling fried bananas. The data obtained from multiple fried banana culinary establishments serves as case studies to thoroughly examine prior research on digital marketing tactics for culinary enterprises, menu innovation, and product quality. The examination focuses on the practical strategies and essential elements contributing to their market success.

Extensive interviews are conducted with proprietors of fried banana enterprises to obtain firsthand knowledge about their experiences. The inquiry focuses on optimizing product management, developing creative menus, and implementing digital marketing techniques. This research aims to collect data on consumer preferences for product quality, expectations for innovation, and decision-making in digital marketing. The researchers designed the study to understand consumers' perception of the brand and product of fried bananas.

The fried banana goods are evaluated based on sensory perceptions, encompassing factors such as flavor, consistency, and visual presentation. Specified quality benchmarks evaluate the outcomes. Throughout this process, we produce and assess new menus for fried bananas. We assess the success of innovation by incorporating feedback from the target demographic. We perform a digital audit to evaluate and enhance the online visibility of fried banana enterprises. The impact of digital marketing techniques on sales and visibility determines their evaluation. Statistical methodologies and qualitative analytical techniques analyze data from case studies, interviews, and surveys. We provide the

presentation of key findings to substantiate the discussion of outcomes. We extensively examine the analytical findings, encompassing their implications for culinary business strategy. Furthermore, the analysis focuses on the enhancement prospects and future avenues for developing fried bananas as a distinctive gastronomic offering.

RESULTS AND DISCUSSION

Sensory evaluation analysis is employed to evaluate the quality of fried banana goods from different enterprises. The findings suggest that elements like flavor, consistency, and visual presentation substantially impact customer perception. Businesses that prioritize maintaining high-quality standards typically garner favorable responses from the market.

Case studies demonstrate that prosperous fried banana culinary enterprises proactively cultivate menu improvements. The favorable feedback from customers about introducing new taste variations and menu presentations highlights the significance of ongoing innovation to maintain customer engagement. Digital audits assess the efficacy of online marketing efforts. Companies with a robust and engaged online presence on social media platforms tend to lure more clients. Evidence shows that teamwork, direct client engagement, and targeted marketing are essential for increasing exposure and boosting sales.

The results of this study offer a comprehensive insight into essential elements that can augment the prosperity of fried banana gastronomic enterprises. The key to achieving a solid competitive advantage in the market is

maintaining a high level of product quality, continuously innovating the menu, and effectively utilizing digital marketing tactics. The findings suggest that business proprietors must prioritize adherence to product quality benchmarks, engage in menu innovation, and bolster their internet visibility. These techniques can enhance brand reputation, optimize customer experience, and cultivate long-term and environmentally responsible corporate expansion.

This research provides crucial insights for business owners and stakeholders in the food industry. Fried banana culinary enterprises can effectively respond to market fluctuations and attain enduring prosperity by comprehending the significance of product excellence, menu novelty, and digital marketing tactics.

The quality of fried banana goods is this study's primary determinant of consumer preferences. According to sensory evaluation, consumers often give favorable feedback regarding fried bananas due to their unique flavor, pleasing texture, and visually appealing look. This highlights the significance of maintaining a constant level of product quality to establish and preserve client confidence.

Case studies demonstrate that menu innovation is essential for the success of fried banana culinary enterprises. Engaging in activities that bring novel flavors and visually appealing menu presentations is an effective strategy to attract clients. This implies that the presence of creativity can have a substantial impact in a market characterized by competition. Examination of internet marketing tactics reveals that the prominence and profitability of fried banana culinary enterprises are significantly

impacted. Businesses that utilize special promotions, online collaboration, and social media effectively expand their consumer base. Effective digital marketing facilitates direct customer involvement, boosts engagement, and establishes enduring partnerships.

Collectively, the amalgamation of these research findings demonstrates that triumph in the fried banana gastronomic sector hinges upon the caliber of the product and the adeptness in innovating and leveraging digital media. Entrepreneurs who integrate these three elements are more likely to achieve sustained success. These research findings support previous studies highlighting the significance of prioritizing product quality, innovation, and cutting-edge marketing methods as the culinary business progresses.

In the fried banana industry, the production network relies on banana growers as the primary providers of raw materials, with the end product being bananas. Bananas are the primary commodity sold and are the fundamental ingredient for producing fried bananas. This case study examines the marketing network for fried banana products, encompassing involvement in bazaars, food festivals, and online sales via diverse e-commerce platforms. Fried banana businesses form partnerships with delivery services like Gojek, Grab, and other platforms that provide food delivery to clients. This enables customers to conveniently receive their orders without physically visiting the restaurant. Moreover, inside the company network specializing in fried banana products, a lucrative prospect exists for those with a keen interest in entrepreneurship to partake as partners or resellers.

Hence, the fried banana gastronomy enterprise can adapt to the constantly evolving market dynamics by upholding product excellence, perpetually introducing novel menu options, and implementing astute digital marketing tactics.

CONCLUSION

The network expansion of fried banana enterprises continues to broaden over time. The development of novel advancements in fried bananas leads to expanding the business network, hence enhancing the marketing outreach. This can be beneficial for marketers as the promoted product gains greater recognition. The applied competitive strategy focuses on delivering superior quality and exceptional innovation to drive sales and maximize profitability.

REFERENCES

- Abbas, J., Raza, S., Nurunnabi, M., Minai, M. S., & Bano, S. (2019). The Impact of Entrepreneurial Business Networks on Firms' Performance Through a Mediating Role of Dynamic Capabilities. *Sustainability*, 11(11), 3006. <https://doi.org/10.3390/su11113006>
- Caseiro, N., & Coelho, A. (2019). The influence of Business Intelligence capacity, network learning and innovativeness on startups performance. *Journal of Innovation & Knowledge*, 4(3), 139–145. <https://doi.org/10.1016/j.jik.2018.03.009>
- Fu, Q., Abdul Rahman, A. A., Jiang, H., Abbas, J., & Comite, U. (2022). Sustainable Supply Chain and Business Performance: The Impact of Strategy, Network Design, Information Systems, and Organizational
-

- Structure. *Sustainability*, 14(3), 1080.
<https://doi.org/10.3390/su14031080>
- Grover, V., Chiang, R. H. L., Liang, T.-P., & Zhang, D. (2018). Creating Strategic Business Value from Big Data Analytics: A Research Framework. *Journal of Management Information Systems*, 35(2), 388–423.
<https://doi.org/10.1080/07421222.2018.1451951>
- Heikkilä, M., Bouwman, H., & Heikkilä, J. (2018). From strategic goals to business model innovation paths: an exploratory study. *Journal of Small Business and Enterprise Development*, 25(1), 107–128.
<https://doi.org/10.1108/JSBED-03-2017-0097>
- Modieginyane, K. M., Letswamotse, B. B., Malekian, R., & Abu-Mahfouz, A. M. (2018). Software defined wireless sensor networks application opportunities for efficient network management: A survey. *Computers & Electrical Engineering*, 66, 274–287.
<https://doi.org/10.1016/j.compeleceng.2017.02.026>
- Müller, J. M., Buliga, O., & Voigt, K.-I. (2021). The role of absorptive capacity and innovation strategy in the design of industry 4.0 business Models - A comparison between SMEs and large enterprises. *European Management Journal*, 39(3), 333–343.
<https://doi.org/10.1016/j.emj.2020.01.002>
- Nagy, J., Oláh, J., Erdei, E., Máté, D., & Popp, J. (2018). The Role and Impact of Industry 4.0 and the Internet of Things on the Business Strategy of the Value Chain—The Case of Hungary. *Sustainability*, 10(10), 3491.
<https://doi.org/10.3390/su10103491>
- Obeng, B. A. (2019). Strategic networking and small firm growth in an emerging economy. *Journal of Small Business and Enterprise Development*, 26(1), 43–66.
<https://doi.org/10.1108/JSBED-01-2018-0035>
- Olson, E. M., Olson, K. M., Czaplewski, A. J., & Key, T. M. (2021). Business strategy and the management of digital marketing. *Business Horizons*, 64(2), 285–293.
<https://doi.org/10.1016/j.bushor.2020.12.004>
- Turner, S., & Endres, A. (2017). Strategies for Enhancing Small Business Owners' Success Rates. *International Journal of Applied Management and Technology*, 16(1).
<https://doi.org/10.5590/IJAMT.2017.16.1.03>
- Vătămănescu, E.-M., Cegarra-Navarro, J.-G., Andrei, A. G., Dincă, V.-M., & Alexandru, V.-A. (2020). SMEs strategic networks and innovative performance: a relational design and methodology for knowledge sharing. *Journal of Knowledge Management*, 24(6), 1369–1392.
<https://doi.org/10.1108/JKM-01-2020-0010>
-