CHAPTER II

THE GENERAL DESCRIPTION OF THE COMPANY

2.1 The General Description of Toko Rizal

Located in Pasar Ancol, Toko Rizal's main duty through the aid of services is to supply the products of cake's ingredient, to help the consumer needs with a lot of variation of products with a low price, and to improve the quality both in the products and services. At the first survey, the productivity of the products of cake's ingredient in Bandung is really great, and the enthusiastic of the consumer in the products is so high. So the writer wants to try this business in the work field.

The first point of this business is to find a loyal consumer such as the house wife, a cake maker, and even a student. Nowadays, this business has no many competitor yet in the work field, and it makes this business has a great future. Many of the sellers are not really concern in the quality of the products and service. Indeed they are just concerning in the low prices without caring about the quality and the quantity of the products. It makes a big change for Toko Rizal to take control in this business.

2.2 The Management in Toko Rizal

Bpk. H. D. Hidayat as the owner of Toko Rizal, he made the writer as the manager to run this company. He gave a market to use, the big contribution in business and 2 workers in field Andri and Din din. The writer opened the market from 03 a.m. until 04 p.m. Toko Rizal is really concern in 4 main points:

1. The quality and quantity of the products,
2. Inexpensive the price of the product,
3. Giving a good manners in serving the consumer,
4. And the location of this business is strategic.

We are serving a lot of the products for the consumer such as *blueband, wisman, keju kraft, keju procis, styrofoam, chocolate, sugar* and many more. Those products are the main ingredients in making cake process, and the quality of the product is number one. The concept of this business is to make the consumer easy to find their needs in the traditional market, and this business has a great change for now and the future.

2.2.1 Coordination

During the job training process, the writer coordinated with some of the distributor in Bandung such as:

1. Grosir bahan kue Cibadak supplied many kind of cake ingredients for Toko Rizal;
2. Toko Dulur and Toko Sentosa supplied the products of cigarette and foods;
3. AA Plastic supplied the products of plastic to Toko Rizal.

2.2.2 Responsibilities

Bapak H. D. Hidayat as the owner gave the writer a job to handle the company. As the assistant manager in this company, the writer has to run the business very well. The writer has to control the income and outcome for the company and pay a big attention to the workers. The writer has 2 employers in work field they are Andri and Din din, they are serving one by one of our costumer. The writer has to give the report of the company developments to the owner of the company. So the owner could see the report of the business as well.