

CHAPTER I

COMPANY OVERVIEW

A. Industry Analysis

In the needs of human life, food is one of the basic human needs that must be fulfilled. Therefore being a good entrepreneur is a business opportunity that should not be underestimated. Moreover, in this very modern era, various types of food have emerged in the market. So as an entrepreneurship more innovation is needed to attract customer attention. This change in human lifestyle can be said to have a very significant effect on the types of food consumed daily, not a few of the people who choose fast food without thinking about the health. That is why the company created this product to make the latest innovations about healthy food with easy basic ingredients that are practically served at home. Considering all the existing aspects, it is hoped that the community can accept this product and make it one of the favorite food.

As a millennials it cannot be denied that instant noodles is the part of our live. Most people all around the world enjoyed instant noodle at least once in their live. According to instant noodle statistic Indonesia stand in 2nd position worldwide in consuming instant noodle as 14.9 billion servings of instant noodle were eaten in 2013 behind China as 46.22 billion servings of instant noodle were eaten. Instant noodle was chosen by many people as its simplicity to serve. Instant noodle were served in stall even in a few restaurant. Drawing the conclusion that most people like instant food, therefore the authors believes can get a target market for the product to be sold. Instant noodle is served by adding a hot water to the noodle, or by boiling the noodle in a water for 2-3 minute then adding some ingredients to a bowl. After the instant noodles are ready, it does end yet there because the consumer can add toppings such as egg, meatball, sausage, cheese, and others. There are some products that imitate the way instant noodle is served. Instant porridge, instant cream soup, instant oatmeal has the same process of serving with instant noodle. This company is creating an instant miso soup that adopt the serving simplicity of instant noodle.

B. Company Description

MISOYOU comes with a concept of instant miso served like an instant noodle. The company is located in Sentra Industri Tahap 3 blok A/1F, Kapuk. The company was founded in 2020. The meaning of MISOYOU is creating this miso for you. And it's sounded like an invitation for someone to try on this product.

The company was founded during the Covid-19 pandemic. The idea comes to mine when ordering miso soup at the restaurant. The company wanted to adapt instant food.



Picture 1.1 Company Logo

1. Vision and Mission of Misoyou:

Vision: Become a famous local brand of instant miso that provide high quality products in Indonesia

Mission:

1. Ensure all the ingredients used are in good quality.
2. Provide a high quality products that easy to cook and consume.
3. Provide several varieties of miso flavors that loved by Indonesian citizens.

2. Timeline

Table 1.1 Table of Timeline

Activities	Sep				Oct				Nov				Dec				Jan				Feb				Mar				Apr			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Business Idea	■	■																														
Product Research		■																														
Concept			■																													
Choose Market Segment				■	■																											
Product test and feedback					■	■	■																									
Packaging and logo making								■																								
Advertisement									■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Exhibition									■	■																						
Production												■	■	■																		
Online Selling																■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

C. Product and Service

1. Product

Misoyou sell instant miso soup with cute ball shape and very easy to served. It is called Miso Bomb. Miso Bomb contains dried green onions, tofu, wakame (seaweed), corn kernels, and carrots. It is combined in miso paste and dashi stock. This product uses original ingredients, so consumer do not need to worry about the ingredients. One package contains with 3 pcs and 6 pcs miso bomb. The price range would be around Rp. 60.000 – Rp. 150.000 depends on the menu.



Pictures 1.2 Misobomb



Pictures 1.3 Misobomb

2. Services

Misoyou is a company that produces in the home industry. This company do online marketing, like Instagram. For ordering, it can use on Instagram, WhatsApp, Tokopedia, GoFood, and GrabFood. To purchase the product, the customer can contact the admin of the company through Instagram direct message or by WhatsApp number. After they fill in the format order by the company, that include their name, address, phone number, and their order, the admin will recap all their order and send the total payment. By then, the customer can pay the product by transfer it to the

company bank account. After all the payment success, the admin will follow up the order, pack the product ordered by the customer, and deliver the products to the customer's address.