

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

Food and Beverage are one of the biggest and most important industries in the world, especially in Indonesia. During the pandemic of Covid-19 virus spread in these past two years, Food and Beverages Industry was one of the especially worst impacted in Indonesia. According to Badan Pusat Statistik Indonesia (2020), the growth of Food and Beverages Industries were dramatically decreased, compared to years before. Due to the virus outbreak, people are forced to stay at home for a long time. We all know that it is also supported by the development of technology, people are tended to having their meals by online order to prevent direct contact to others. By then, the trend of food and beverage industry has been rising. Another data from Badan Pusat Statistik Indonesia (2020), there are 90,75% of Indonesian households in any areas were have at least 1 mobile phone, while in 2017 it was only 88,13 %. Due to the online Food and Beverage Service trends are increasing, people are trying to make an easy product to be offer. One of the the menu that become trending is Brownies. Brownies is a processed chocolate cake that founded around 1893, which at that time it was only a type of cake which had raspberry or vanilla flavor. The name Brownie itself arises because this cake is brown and is also often referred as a chocolate cake, so then people call it a Brownie (Martin,Clara, 2019) But as time goes by, Brownies had been on many developments such as people are adding some variants of toppings and flavors. Things that are bring the high demand on brownies are the simple yet complex taste of a rich chocolate in it. Besides its simplicity, Brownie itself has various types that might be either fudgy or cakey depending on the density of the batter. The process of making brownies are also,divided into two; steamed or baked. The result will be different from both of them. Steamed brownie will be denser and has more moisture than the baked brownie because of its cooking methods. Steamed process gave more moisture by the vapor from its process. Meanwhile baked brownie has a fudgy texture and the richness of chocolate will be more

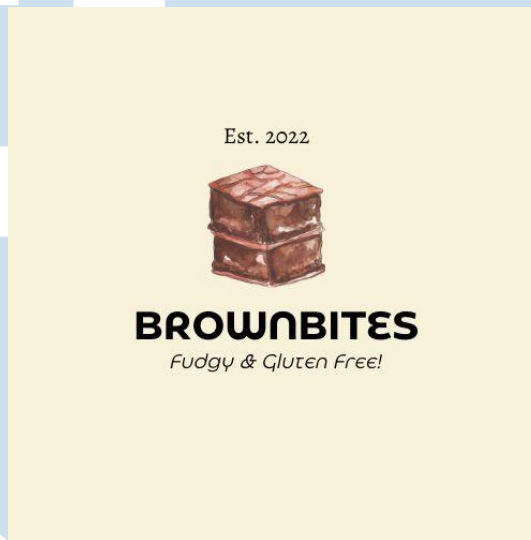
over the mouth. The reason of why are Brownies business is growing is because it is relatively simple and easy to make, possible to be made at home, meanwhile the taste of brownies is complex and rich of chocolate. It is also has variety of modifications and can be paired with other food and drinks. The brownie products that we are going to produce is special. We are all know that the main ingredients of Brownie beside chocolate is a medium protein flour, which contain wheat and gluten in it. Gluten intolerance is also known as celiac disease. This is an inflammatory disease in the intestines. It is caused by an immune reaction to the so-called gluten protein. This occurs in many types of grains. Most of those affected suffer from severe diarrhea, stomach cramps and nausea. Often the symptoms appear soon after consumption. The only therapeutic measures so far have consisted of consistently avoiding gluten-free foods. Only then will the affected person be free of symptoms., Currently, more and more people are aware of the importance of maintaining a healthy body. Many of them begin to limit their intake of certain foods, one of which is gluten. People are starting to consume gluten free foods which are said to be better for health. according to prudential gluten free food has benefits such as increasing energy, maintaining ideal body weight, and relieving digestive problems. As a brownie seller who wants to have a wide market, the owner of BrownBites wants to present a snack for people who are gluten intolerant so they can still enjoy sweet snacks without having to worry about gluten content in the brownies.

Here in our hand, we are offering a special type of Brownie to be consumed by some people with gluten-free diet. The main ingredients beside our rich chocolate is cassava flour, which is gluten free. So that our purpose on making this product as a new option for our customers especially those with gluten-free diet to be able to enjoy Brownie could be realized. The location that we chose to sell our product is Gading Serpong area, With an online selling system. Based on the data that we have compiled, according to Grab Food service, within 5 (five) Km radius distance there are 50 tenants which sell brownies and averaging 4 (four) stars rating. This indicates that the customer demand for brownies is high in Gading Serpong area. We had a conclusion that even though

there are many competitors, our business which selling gluten-free mini brownies can be conducted because of its high demand in the area.

1.2. Company Description

Figure 1.1 Company Logo



VISION:

- a. Become the first option in offering gluten-free brownies in Gading Serpong area.
- b. Constantly provides gluten free Brownies in several variants of taste and quality flavors.

MISSION:

- a. Providing Gluten-Free Brownies with high-quality basic ingredients and without using any preservatives.
- b. Provide excellent service to achieve customer satisfaction.
- c. Recruit employees who are competent and have the best performance.

Organization Structure:

1. Chief Operating Officer (COO)

Job task:

- a) Managing company's operations
 - b) Evaluates performances and analyze data
 - c) Supervising company's daily operations
2. Chief Marketing Officer (CMO)
- Job task:
- a) Generate revenue by increasing sales through successful marketing for the products, using marketing communications, advertising, and public relations.
 - b) Involving in product development, distribution channel management, and customer service.
 - c) Ensures the organization's message is distributed across channels and to targeted audiences in order to meet sales objectives. This means seeking out new ways to deliver messaging, such as mobile platforms, video, and social media.
3. Finance Person
- Job task :
- a) Advising on long-term business and financial planning
 - b) Reviewing all formal finances
 - c) Managing the process for financial forecasting and budgets, and overseeing the preparation off all financial reporting
4. Production Staff
- Job task:
- a) Provide good offers to customers and also know the store's product knowledge
 - b) Always keep the store hygiene and clean
 - c) Check inventory and daily needs everyday
5. Order taker
- Job task:

- a) Responsible for assisting customers with menu selection, recommendations, and taking accurate food orders in a friendly and hospitable manner.
- b) Effectively keep the flow of the restaurant moving smoothly by maintaining clear communication and teamwork.

1.3.Product and Services

Brown Bites created with the intention of offering a flavor similar to that of a delectable brownie, but in Gluten-Free friendly version. These bite-sized treats are suitable for consumption by everyone, including those who avoid consuming foods that contain gluten. Brown Bites, which are refers to brownie bites but are smaller and made with ingredients of a much higher quality, both have a crispy texture outside and a chewy inside. Brown Bites have rich and wonderful taste of brownie, our specialty is it does not contain gluten in it. Our products made to be enjoyed by everyone from kids to adult, especially people with gluten-free diet. Brown Bites offers 3 (three) special variations of brownies, Matcha and Red Velvet, and Espresso.

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