

# CHAPTER I

## COMPANY OVERVIEW

### A. Industry Analysis

It has been almost 2 years since the first case of the corona virus pandemic in Indonesia. Since then, according to data from PT Moka Teknologi Indonesia, a number of industries including the Food and Beverage business have suffered losses due to the impact of the Covid-19 pandemic. But, after the implementation of the vaccination program, the Indonesian economy began to improve again. In which, the food and beverage industry is slowly growing again. According to a study from Fakultas Ekologi Manusia (FEMA) Institut Pertanian Bogor, around 60% of Indonesian people's expenditure is intended for food. Therefore, it can be said that the business in the food and beverage industry is very promising.

As the impact of this Covid-19 pandemic, nowadays peoples are more attracted to spend their money by online. By online purchase, peoples can save their time and energy as they do not have to leave their house or office. This situation also applies to food purchases. People tend to buy their food online. This situation is reinforced by the many applications that support the online food purchase process, such as Grab food, Go food, Traveloka eats, and also Shopee food.

There are a lot of food and beverage innovations that attracts the public's interest, especially in Indonesia. For example such salted egg sauce for fried chicken, fried porridge, black burger, croffle, and many more. However, traditional Indonesian food is not inferior to today's food. According to Arum Sutrisni Putri from Kompas, Indonesian traditional foods are still stay in people hearts. Arum said that the traditional food, especially cakes is one of the interesting business opportunities. Further more, if it can be packaged in such a way, it will provide rapid profits for business people. Besides that, Kompas also

state that selling traditional food is a promising business opportunity especially for Small and Medium Enterprises (SMEs) or Usaha Kecil Menengah (UKM).

## **B. Company Description**

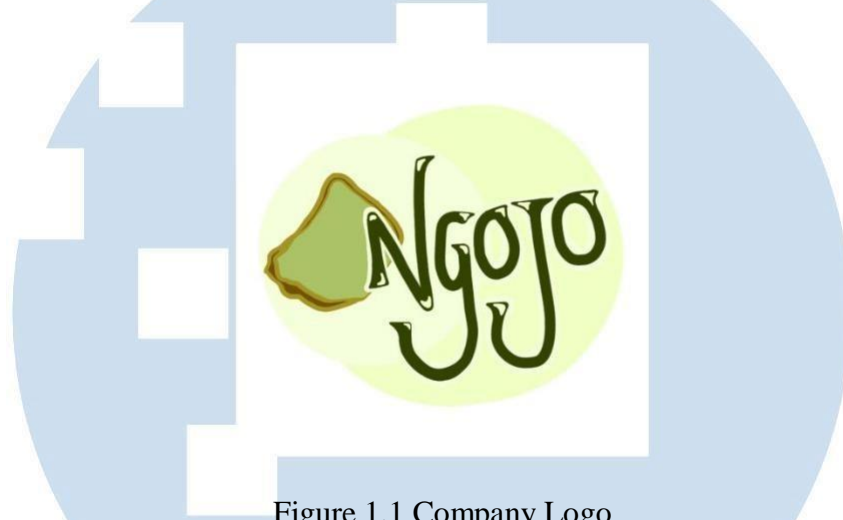


Figure 1.1 Company Logo

Ngojo is one of a home patisserie business that included as a Small & Medium Enterprises (SMEs) or known as Usaha Kecil Menengah (UKM) in bahasa. This business is selling one of traditional cakes that originally from a city in South Sumatera called Palembang. The main reason of writer to choose this traditional cake from Palembang as the company main product is because Palembang city is the writer's hometown. The traditional cake is called "Kojo". Kojo is a light green colored cake that has pandan flavor. The name of this cake has the meaning of "Kemojo" or "Frangipani" because the shape of the skillet resembles a frangipani flower.

### **1. Vision & Mission**

As a company, Ngojo has vision and mission as the basis to run the business. Vision and mission are important for a company, according to Suryadi from his journal with the title "Pentingnya Visi Dan Misi Dalam Mengelola Suatu Usaha", both vision and mission is a guide line for a business to work effectively and efficiently so the company can achieve maximum results.

#### **a. Vision**

- 1) Seen as a high-end local patisserie in Indonesia.

2) Become the leading traditional food business in Indonesia.

b. Mission

- 1) Provide a superior quality Indonesian traditional patisserie product.
- 2) Satisfied the customers expectation by provide authentic and scrumptious local patisserie product.

2. Business Legalities

For the business legality of this company, as Ngojo is founded and owned by one person, in which included as one of the local Small and Medium Enterprises (SMEs) or Usaha Kecil Menengah (UKM), this company is included as a CV (Commanditaire Vennootschap).

3. Address

The company is located at North Jakarta, more precisely at Kelapa Gading area. The address of the company is at Jalan Gading Kirana Timur 2 Blok H No. 12.

4. Contact

To be reached and known by the customers, Ngojo has several contacts that reachable by the customers for the order process and also any other things that related to the company. Here are the several contacts of the company.

a. Email

[Ngojo.id@gmail.com](mailto:Ngojo.id@gmail.com)

b. Website

[www.ngojoindonesia.com](http://www.ngojoindonesia.com)

c. Instagram

[@ngojo.id](https://www.instagram.com/ngojo.id)

d. Whatsapp

081277757709

### C. Product and Services

As a Small and Medium Enterprises (SMEs), more precisely as a home patisserie business, Ngojo has several types of products and services.

#### 1. Product

The main product of Ngojo is a traditional cake cuisine from the writer hometown and the capital city of South Sumatera called “Palembang”. The name of this traditional cake is “Kojo”. This traditional cake has a green color with a pandan taste. In Jakarta and Tangerang area, this product is quite hard to find, this can be supported from the data obtained by the writer through consumer research. Around 51.6% of respondent claim that they never find any restaurant or bakery that sell this product around Jakarta and Tangerang area.

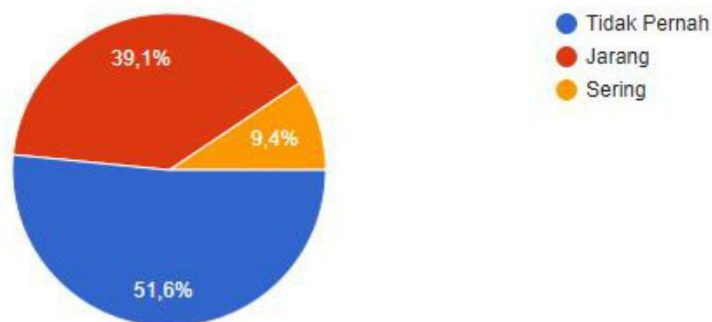


Figure 1.2 Consumer knowledge about Kojo

Ngojo provides the customers with two types of kojo cake, which are the “Bolu Kojo” and “Lapis Kojo”. Here are the menu provided by Ngojo to its customers.

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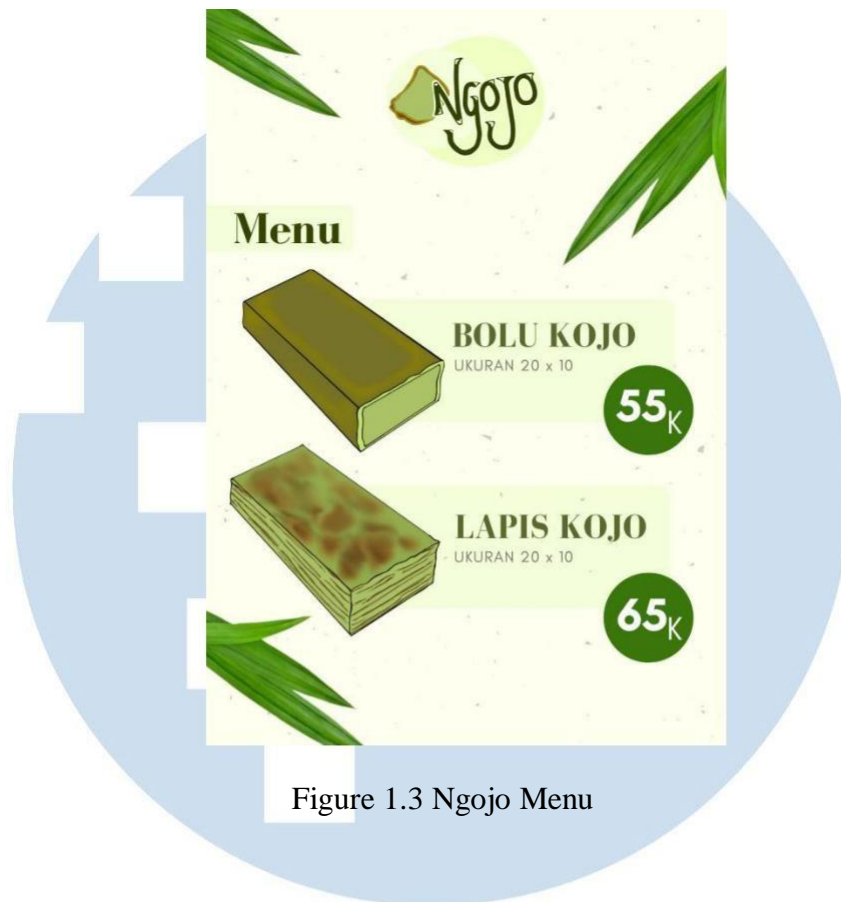


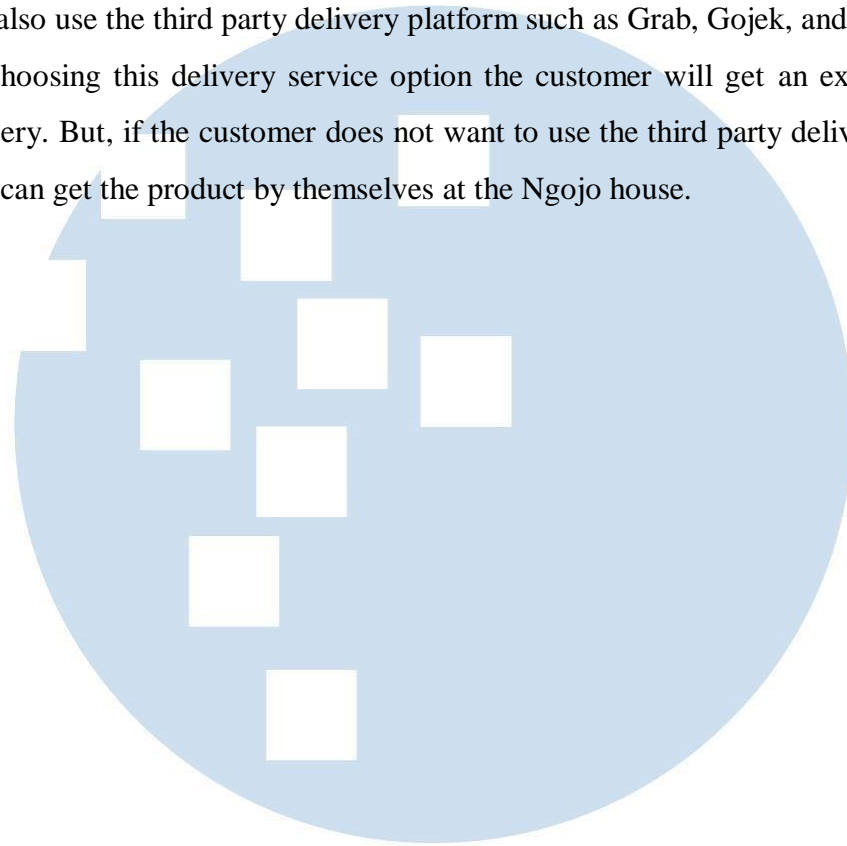
Figure 1.3 Ngojo Menu

## 2. Services

Ngojo provides customers with an easy ordering system via online. There are several online media platform that used by Ngojo that makes the customer more easy to purchase the products. For example, the customers can easily reach and purchase the products from Instagram by direct message @ngojo.id, by chat the Ngojo admin through whatsapp, and also from other third party platform such as Gojek, Grab, Shopee, Traveloka, and many more. The payment process also can easily done by online through mobile banking and other payment platform such as Ovo, Shopee pay, and Gopay.

All products offered by Ngojo are freshly made every day. The system used by the company is Pre-Order system. This means that every product will be baked if there is an order from the customers. The pre-order system is done atleast one day before the baking day, so on the same day as the baking day, the

products can right away delivered to the customer. For the delivery system, Ngojo will also use the third party delivery platform such as Grab, Gojek, and also Paxel. By choosing this delivery service option the customer will get an extra cost for delivery. But, if the customer does not want to use the third party delivery option, they can get the product by themselves at the Ngojo house.



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