

# CHAPTER I

## COMPANY OVERVIEW

### 1.1. Industry Analysis

In the middle of the COVID-19 epidemic in 2021, 71 percent of Indonesian citizens consumed snacks to feel consolation, compared to only 64 percent in 2019. (Kumparan.com, 2021). Various culinary fads emerged during the pandemic, and individuals began to compete to make more unique snack ideas that could be sold throughout the period.

One of the most popular healthy chocolate-baked confections is healthy brownies. It is pastry snacks and cakes using healthy ingredients, then given a sweet and healthy taste. It is easy to eat healthy brownies as people can eat them directly, making them perfect for snacks. Healthy brownies originally had three flavors; Original chocolate, Banana chocolate, and Greek yogurt. However, now healthy brownies have a more different taste with different toppings.

Indonesia is one of the top eleven nations globally, where snack sales grew significantly in 2017. Furthermore, Kumparan.com stated (2021) that 84 percent of people consumed snacks to pamper themselves during the pandemic, 81 percent said that snacking energizes them, and 77 percent stated that snacking helped them get through difficult times, and 76 percent stated that snacking fulfills their body and mind. According to Statistik Konsumsi Pangan (2018), bread consumption increased by about 500% from 2014 to 2018, followed by biscuits or cookies. These figures inspire the author to broaden the market and introduce Indonesians to other pastries Americans adore.

### 1.2. Company Description

Boldy Brownie is a healthy brownie company that provides healthy chocolate brownies. Boldy Brownie comes from the word "Boldy," which bravely makes something new with a healthy concept. The writer has decided to choose the name as the product is a healthy Brownie. And people can try to eat the new healthy brownies concept on their own. Boldy Brownie will provide healthy brownies with

whey protein chocolate powder filling, banana filling, and greek yogurt filling. Each flavor will be given toppings to complete the products, such as chocolate chip toppings and almond nuts. The writer wanted to introduce new fusion food and push Indonesia to eat with healthy ingredients. The business has chosen to open in a store located on Scientia Square Park. Since the target markets are teenagers and healthy people, the owner's ambiance is calming yet still inviting towards the customer. The color used in the store is brown, but the primary color will be light brown; to complement the bright colors, the table would be cream color, and the chair would be white color. Once the customer enters the store, they will be greeted with cheerful.

#### A. Vision & Mission

##### Vision:

To make healthy food, they must have well-maintained hygiene and healthy ingredients with a healthy mentality.

##### Mission:

1. Developing healthy pastry has different tastes
2. Make Indonesian people do healthy things with eating healthy foods
3. Introducing and promoting the products by influencers on social medias

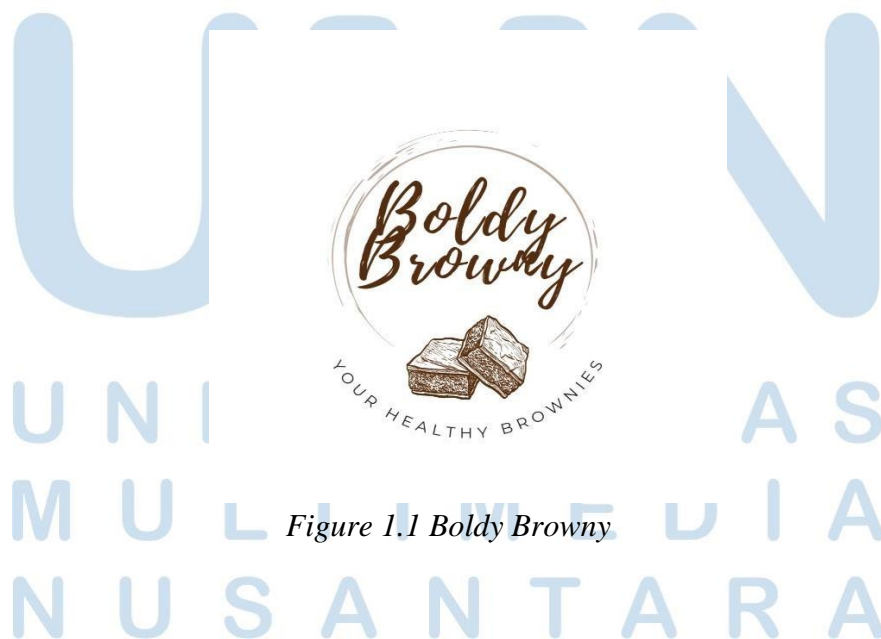
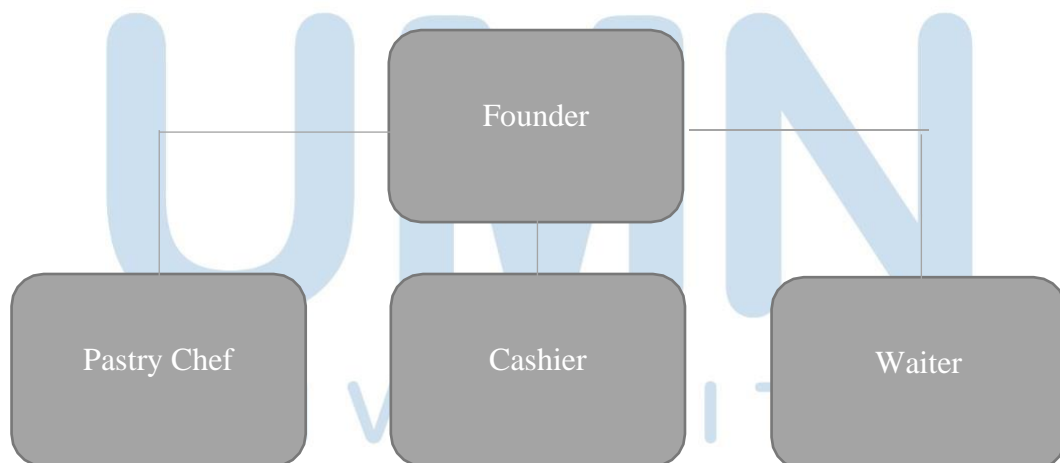


Figure 1.1 Boldy Brownies

The logo is a rectangle shape with brownies in the middle. Below is the word “Your healthy brownies,” which is your healthy brownies, as the concept is also to focus the customers on eating their healthy food. The color scheme is white to give it a softer, and the chocolate color for the basic healthy brownies.

#### A. Team

Boldy Brownny organization structure is separated into manufacturing, baking, and packaging and comprises the Founder, administration, and production. The Founder's primary responsibility is to assume responsibility for the company, develop the company's standard operating procedure, ensure that the company's vision and mission are realized, and ensure that supervisory and employee responsibilities are distributed equally, resulting in efficient work environment. They are also responsible for supporting and directing all staff. Finance would be handled by administration, which would include the equipment or ingredients that needed to be purchased, and they would guarantee that there would be no losses. Furthermore, the administration is in charge of the product's promotion through social media and flyers. The product will be manufactured by the production team from start to finish until it is packed and sold.



*Figure 1.2 Organizational Structure*

### 1.3.Product and Services

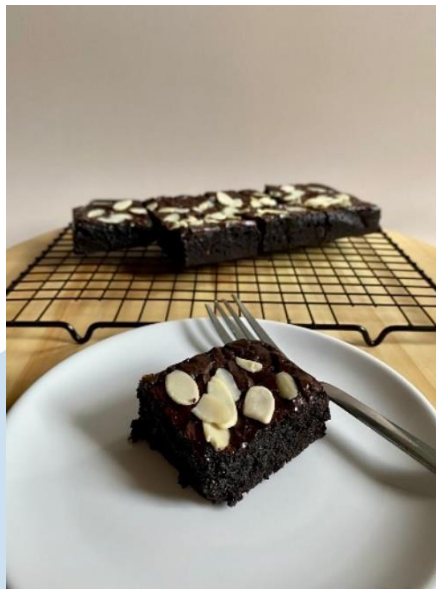
#### A. Product

Healthy brownie is a pastry snack where a filling will be whey protein chocolate powder, banana, and Greek yogurt and using chocolate chip or almond nuts as toppings. It is a very famous pastry snack eaten in America and Canada. Therefore, the writer took the initiative to introduce Indonesian people to healthy brownies that people of all ages can consume.

Boldy Brownny provides healthy brownies with many fillings. The main three fillings are whey protein chocolate powder, chocolate banana, and Greek yogurt. The chocolate banana filling will be topped with chocolate chips, and the Greek yogurt filling will be completed with almond nuts. The company has sweet and melted variants to fulfill the customer's request. All the variants are produced for people of all ages.

The cooking method for producing a healthy brownie is baking. However, the ingredients may be different. The owner changed eggs and egg yolk using pumpkin and baking powder to make the brownie soft and thick, changed the sugar using honey to make the brownie sweet and shine, changed the chocolate powder to whey protein chocolate powder for the strong chocolate tastes. The last one, full cream milk, changed to Greek yogurt to give a thicker consistency than regular unstrained yogurt with low-fat and sugar-free. This is the advantage of the product. In addition, people can order a unique package where the company will provide a special package for birthdays and hampers.

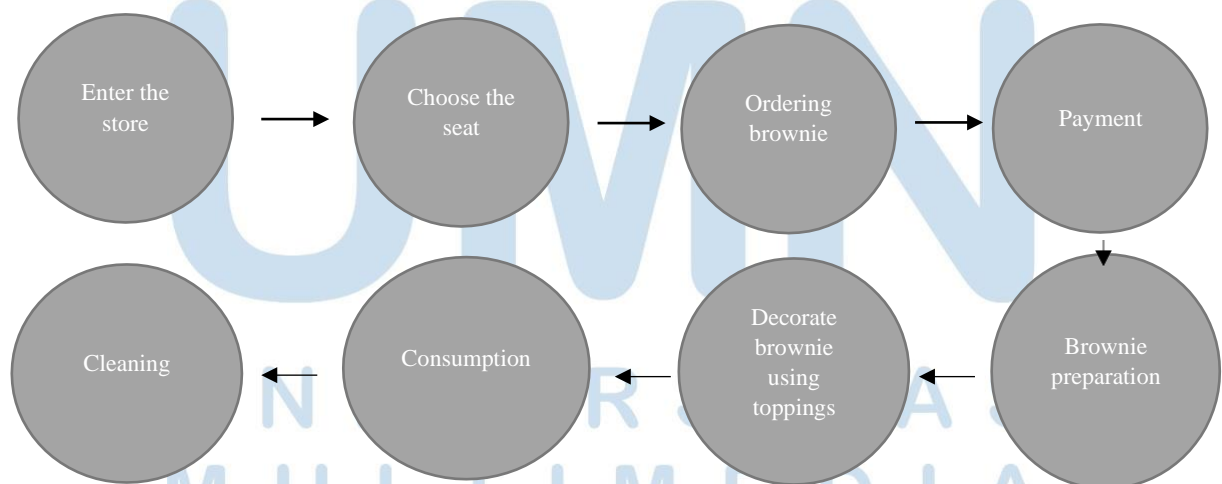
U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A



*Figure 1.3 Boldy Browny Original Chocolate Product*

### B. Service

The company will sell the product in Scientia Square Park, located near offices, campuses, schools, and gyms. It is crowded and is visible to the passerby. Therefore, there will be a higher chance of passersby coming and looking at the product. In addition to that, the packages are also available in E-commerce applications and social media such as Go-food, Grab-food, Shopee-food, Traveloka-eats, Instagram, and Facebook. The store will allow the customer to sit and order their preferred healthy brownies and the toppings where they can request. The flow will start from the customer entering the store, choosing their seat, ordering, and paying.



*Figure 1.4 Flowchart*