

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

During the pandemic, many people spend their money to maintain their health, such as buying healthy food, buying masks, vitamins, buying hand sanitizers and so on. People also prefer to eat at home or buy healthy food to maintain their immune and body metabolism to avoid the COVID-19 virus (Puspita Ika, 2020). With this situation their lifestyle has changed because of the COVID-19 virus. According to the World Health Organization (WHO), eating foods that have amounts of safety and nutrients is the key to sustaining life and promoting good health.

This current pandemic situation forces people to keep their body fit by consuming vitamins, eat healthy food that has enough nutrition. One of them is eggs. Eggs contain high nutrition and amino acids that can help increase muscle mass. Eggs are also highly recommended for people who need more energy for activities. In addition to amino acids, there is also iron, antioxidants, and vitamins that are quite complete. Eggs are very suitable for consumption to maintain a healthy body, especially during a pandemic. It is suggested to consume at least 2 – 3 eggs per day (Dr. Dian, 2020).

Eggs have become a favourite food for some people because it is delicious, affordable, and healthy. There are a lot of egg dishes that are known such as curry egg, scramble egg, sunny side up, omelette, etc. It is also a basic ingredient for making bakery, pastry and noodles. Based on the UN Food and Agriculture Organization (FAO), egg production in Indonesia in 2017 is about 1.9 million tonnes, and in 2018 is about 2.07 million tonnes. It is proving that there is an increase in egg consumption in Indonesia which shows there are more people consuming eggs. This encourages the writer to find a solution to make more people consume eggs. The solutions are by making the eggs more interesting and simpler

to consume. The egg spread has a good shelf life when it is stored in cold temperatures. Egg spread can be included as a food that consists of high nutrition. The writer sees that this can be an opportunity to sell egg spread in several places in Indonesia.

1.2 Company Description

The company brand is “EAT EGG”, EAT EGG purpose is to promote egg consumption in Indonesia. EAT EGG sells food products made from eggs, the main item is egg spread. This product is inspired by *Tamago Sando*. *Tamago Sando* is a very popular egg salad sandwich from Japan and can be found in many *Konbini* (or convenience stores) for a fast and easy snack on the go. EAT EGG is suitable to eat with baguette or bread and highly recommended with drinks such as tea or coffee.

This business will be started at the writer's house and also the manufacturing process will be carried there. located on green lake city cluster Amerika Latin 3/31, Cipondoh. This business will be home industry first to introduce the product to society also get enough loyal customer and later on this business will be a PT or a big company to spread the product throughout Indonesia.

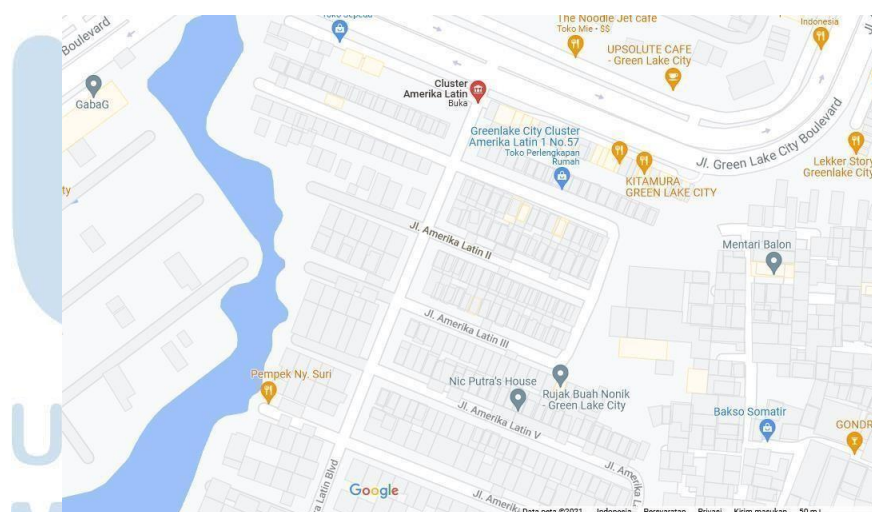


Figure 1.2.1 Location



Figure 1.2.2 EAT EGG logo

EAT EGG logo has its own meaning. Gold color in the ribbon means expensive or exclusive items, ribbon means this product can be used as a gift or hampers. Eat egg text means to encourage egg consumption in Indonesia. Fresh and healthy text means this product has fresh ingredients and is healthy. Egg logo means the main ingredient of this product made from egg.

1. Vision:

Promotes egg consumption in Indonesia

Mission:

- a. Create or make egg spread with premium quality.
- b. Do innovations or development on the products.
- c. Promote the product in many bazaars and also introduce to society.

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

2. Team

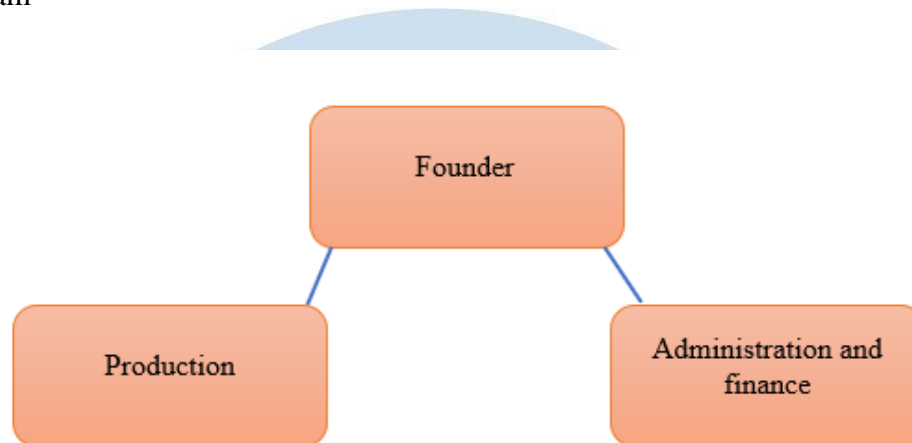


Chart 1.2.1 Company Organization Chart

EAT EGG company organizational structure consists of Founder, Production, and Administration and finance. Every position has its own responsibility to develop the company. The main responsibility of a founder is to set goals for the company's success and achieve the vision and mission of the company, maintain all the work procedures, make a strategy and innovation for the company. The production team responsible for making the product from preparing the product until packaging the product. The administration responsible for promoting and serving online purchase via Instagram. The finance team is responsible for financial problems, financial reports (income, outcome).

1.3 Product and Services

A. Product

The product EAT EGG sells is an egg spread with various toppings. EAT EGG egg spread made from premium boiled eggs, Japanese mayo, salt and sugar. Eat egg serves a variant topping of egg spread as in the picture below. Each topping has a different price, this product is suitable to be consumed in the morning or at breakfast

with bread or baguette. This product makes it easier to have a breakfast by simply spreading the egg spread to bread or baguette.

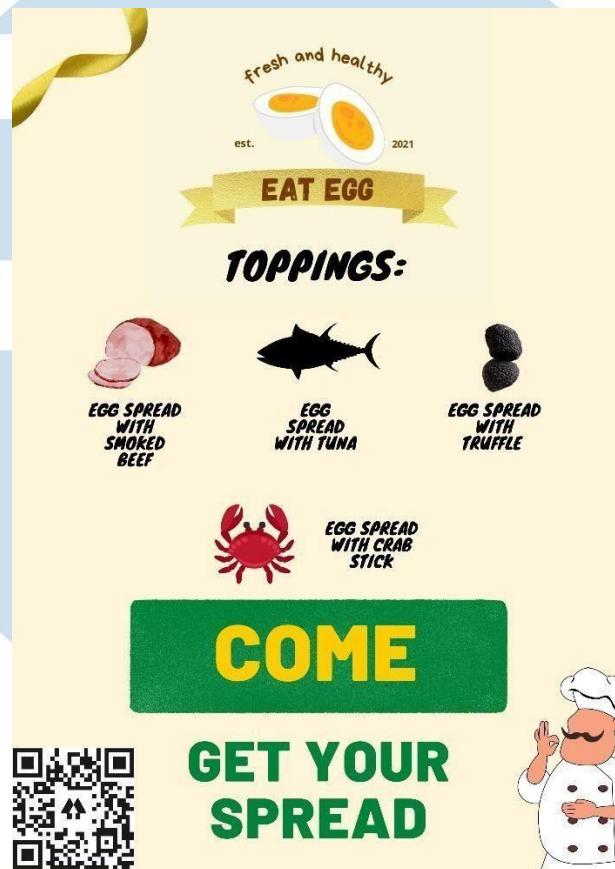


Figure 1.3.1 Menu of EAT EGG

Many people said that healthy food is not tasty (Faza, 2021), but this egg spread has a good taste. This product can stand for seven days inside the chiller. The serving method is very simple, take out the egg spread from the chiller and then let it chill at room temperature for about five minutes. Then spread the egg spread with wheat bread or baguette. After that don't forget to put it on the chiller again so the product can stand for a long time. For the packaging, the writer chooses a plastic jar to keep the egg spread durable. Besides that, the writer use cake box as shown in the picture. This cake box function is to easily carry the egg spread and also this can be used as a gift. For the cake box, it only can carry two jars of egg spread.



Picture 1.3.1 Egg Spread with packaging



Picture 1.3.2 Egg Spread Tuna



Picture 1.3.3 Packaging

B. Service

The company uses online marketing through E-commerce applications such as tokopedia and shopee. Besides that, the newest information about EAT EGG products will be posted through Instagram (announcement of new product, discounts). The company will sell the product through offline stores especially in Japanese restaurants or malls. But for now, this product is available pre-order only.

One admin will handle the online shop. For now, orders can only be placed in the Jabodetabek area.

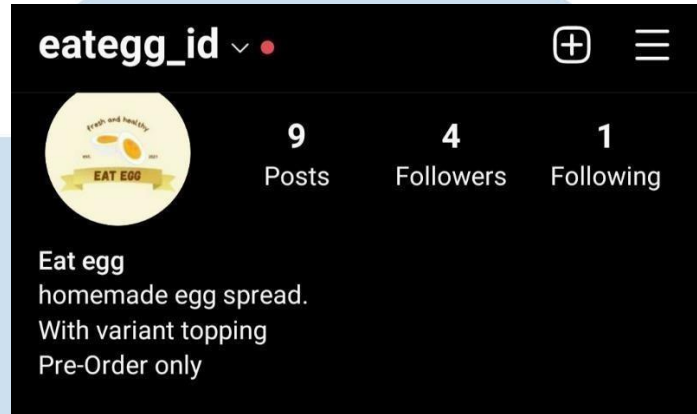


Figure 1.3.2 Instagram EAT EGG

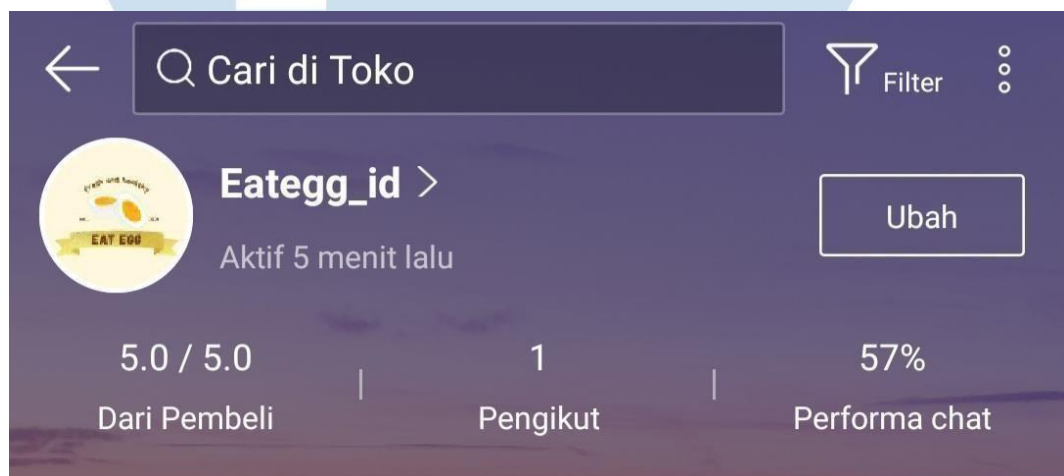


Figure 1.3.3 Online shop EAT EGG



Figure 1.3.4 Link tree to EAT EGG shop