

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

Pastry and bakery are two kinds of products that came from outside Indonesia, but commonly found in Indonesia. According to the Vice President of Indonesia Pastry Alliance, Chef Tussyadi, pastry and bakery business in Indonesia started from a hotel in the past 80-90 years ago. (Tiofani, 2021)

From Chef Tussyadi's experience, the pastry and bakery business was very good back in 80-90 years ago because the competition was quite small and also some of the hotels are just starting up the business. Back then in the 1940's the delicious pastry and bakery was only available in hotels, not like now the pastry and bakery business is bigger than in 1940's so the customers do not have to go to hotels only for a pastry and bakery. Now customers can enjoy pastry and bakery products from nearby pastry and bakery shops.

The growth of pastry and bakery products is mostly affected by the social media trend, because social media can easily attract customers and is known worldwide. According to member Sub Sector Bakery Gabungan Pengusaha Makanan Minuman (GAPMMI) they said that bread is on the third ranked after noodles and rice as the staple food of the Indonesian people. Quoted from Euromonitor data, the average growth period (CAGR) from 2010 until 2014, the Indonesia's cake and bread business has raised 14%. While the CAGR growth projected for the 2014 until 2020 period the cake and bread business will grow 10% (Hidayat, 2017).

However, in 2020, a pandemic from Covid-19 virus appeared and resulted in giving a bad impact to almost all of the business industries. Besides health industry, some food industries who can innovate digitally can be resilience and the sales are increasing rapidly. Because of the pandemic, people afraid to go out, so they prefer to buy food using online delivery such as Gojek and Grab. The owner of Diana Bakery, Diondy Kusuma admitted that during the PSBB and Ramadhan the sales is increasing rapidly until 30% during the pandemic (Sugianto, 2020).

However, not as lucky as Diana Bakery, the owner of Resya Cake and Bakery, Ruslana, experienced a very significant decrease in turnover reaching 60% in the period April to August 2020. To increase sales again, in addition to using online promotions, the owner of Resya Cake and Bakery, Ruslana launched a new product, namely dry *Choux* whose sales are higher than other products. With the new product, the decline in turnover slowly sloped until finally income returned to normal (Maskur, 2021).

In this project, the writer proposed to make *Choux* pastry products for the business. In the past, people only ate ordinary *Choux* pastry or usually people in Indonesia called it “*kue sus*” that is defined as a pastry that has a soft texture, but hollow inside and filled with vanilla pastry cream.

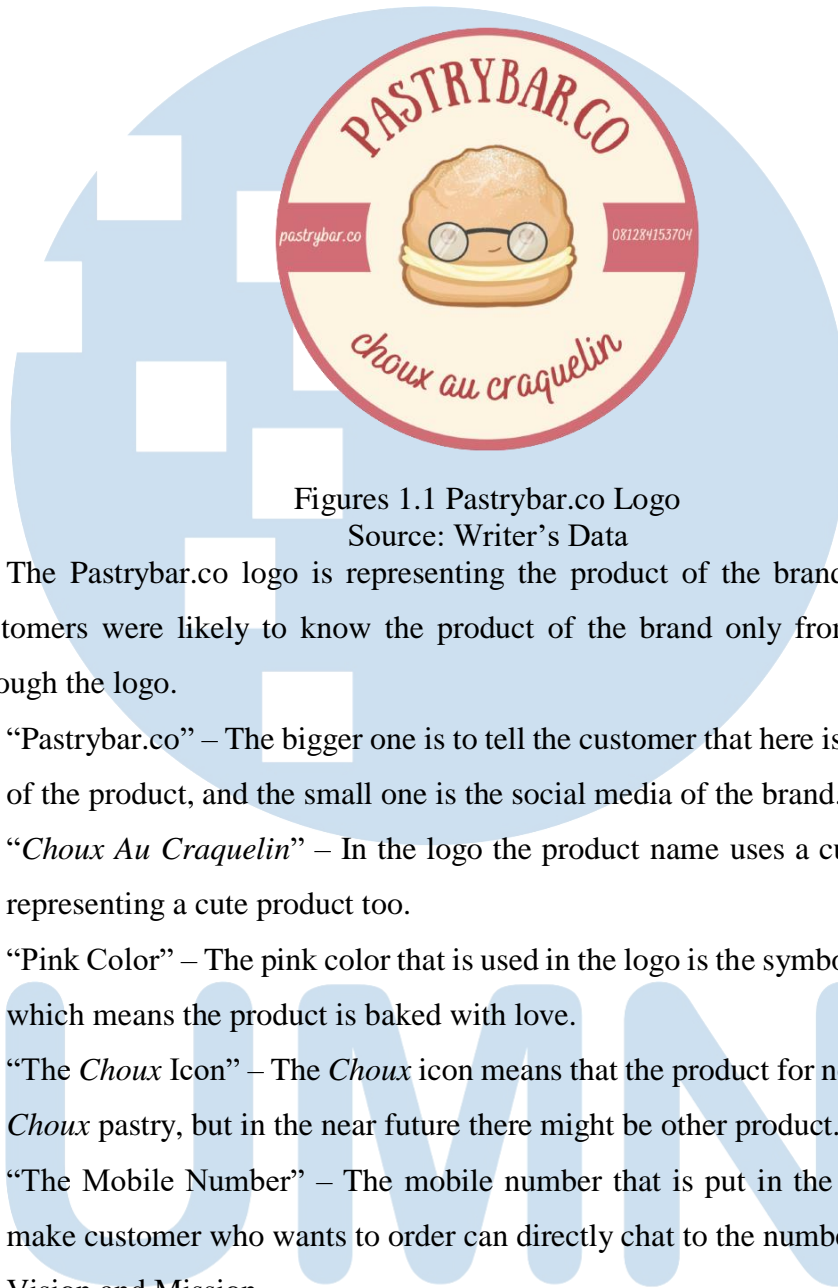
Nowadays, because of the trend, the *Choux* are also improving in types, textures and filling, for example *Choux Au Craquelin*. This *Choux* has a crunchy topping from the mixture of sugar, butter, and flour on top, which makes the person who eats it feel a different sensation. For the filling that is in this *Choux Au Craquelin* is different from the traditional ‘*kue sus*’ which only has a vla filling, in this *Choux Au Craquelin* it contains pastry cream mixed with whipped cream so that it produces a very soft and very delicious texture.

1.2. Company Description

Pastrybar.co is a home-based pastry company that is owned by Novi Anelia, and for now is focusing on making a *Choux* pastry that can be consumed from young to old people. This company is not making a traditional *Choux*, but it will be creating a *Choux Au Craquelin*. Pastrybar.co provides some flavor variants for the filling of *Choux Au Craquelin*, so the customer can have some options to choose which one is the flavor that the customer likes.

Pastrybar.co was founded in September 2021. The brand name itself is created because *Choux* is part of pastry and also the bar is a place that serves a variety of beverages, but here this company serves a variety of *Choux*, not beverages.

1) Logo



Figures 1.1 Pastrybar.co Logo

Source: Writer's Data

The Pastrybar.co logo is representing the product of the brand so those customers were likely to know the product of the brand only from looking through the logo.

- a. "Pastrybar.co" – The bigger one is to tell the customer that here is the brand of the product, and the small one is the social media of the brand.
- b. "*Choux Au Craquelin*" – In the logo the product name uses a cute font to representing a cute product too.
- c. "Pink Color" – The pink color that is used in the logo is the symbol of heart, which means the product is baked with love.
- d. "The *Choux* Icon" – The *Choux* icon means that the product for now is only *Choux* pastry, but in the near future there might be other product.
- e. "The Mobile Number" – The mobile number that is put in the logo is to make customer who wants to order can directly chat to the number.

2) Vision and Mission

A vision and mission of a company is important because if company has a vision and mission, the company will do various ways to achieve the company's mission in accordance with the existing vision.

a. Vision

Give an everlasting good impression of Pastrybar.co products for the *Choux* lovers.

b. Mission

- 1) Making the most delicious *Choux* products in Indonesia.
- 2) Using selected high quality and fresh ingredients.
- 3) Providing satisfactory services for the customers.

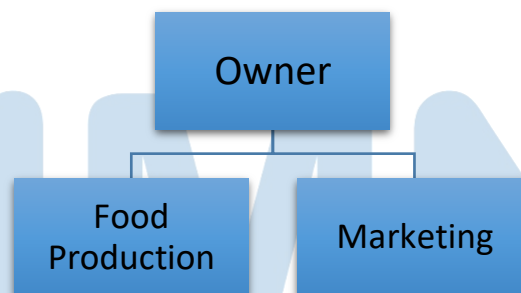
3) Business Legalities

Pastrybar.co is a home-based business that owned by the writer itself, and do not have other partner, so all of the profit will belong to the owner.

4) Address

Pastrybar.co is a home-based company that sells the product by online and also from offline store. However, the production for Pastrybar.co is located in Bogor district, to be precise it's located in Vila Nusa Indah 2 block Z.6/5, Gunung Putri, Kabupaten Bogor, Bojong kulur.

5) Organizational structure



Figures 1.2 Organizational Structure
Source: Writer's Data

Pastrybar.co is managed by the owner, Novi Anelia. She will be assisted by two main staff, Food production officer and Marketing officer.

6) Job desc

The job desc for the food production staff are:

- a. Follow the standard recipes

- b. Make sure the ingredients are in good condition
- c. Bake the products
- d. Ensure the products are fresh
- e. Handle the store ingredients
- f. Maintain the working area, and food safety and sanitations

The job desc for marketing are:

- a. Prepare content for marketing material in social media
- b. Organize activities to raise brand awareness
- c. Conduct market research to identify opportunities for promotion
- d. Handle the order

7) The products that you are going to sell.

Based on the explanation above, Pastrybar.co is going to sell *Choux* pastry, but not a traditional *Choux*, Pastrybar.co will be selling a *Choux Au Craquelin*.

1.3.Product and Services

Pastrybar.co is a home-based company that sells a *Choux Au Craquelin* pastry that the customer can buy each, pack, or the special one is croquembouche.



Figures 1.3 Pastrybar.co Croquembouche

Source: Writer's Data

There are four flavors for the *Choux* pastry, such as:



Figures 1.4 Pastrybar.co Products

Source: Writer's Data

1) *Vanilla Choux Au Craquelin*

The Vanilla flavor for the *Choux* is filled with only pastry cream.

2) *Chocolate Choux Au Craquelin*

The chocolate for these *Choux* is contained a chocolate compound, fresh dairy cream, and mixed with pastry cream.

3) *Greentea Choux Au Craquelin*

The green tea flavor for the *Choux* is contained of high-quality green tea powder and mixed with pastry cream, that every bite can make the customer feel the beauty of nature.

4) *Redvelvet Choux Au Craquelin*

The red one is a red velvet flavor that contains red velvet crumbles mixed with pastry cream.

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Service flow



Figures 1.5 Service Flow

Source: Writer's Data

As seen in Figures 1.5, the service flow of Pastrybar.co is from customer order the product at offline store or online. After the customer pay for the product based on what the customer chooses, the staff will prepare the product that customer want. After the product is prepared, the staff will continue to packing the product and then the product will be delivered to the customers.

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