

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

Currently, the development of the culinary business in Indonesia is growing rapidly, there are various reasons why the development of the culinary business in Indonesia can continue to grow, culinary business promising big profits, besides that the lifestyle of the Indonesian people tends to be more consumptive and the purchasing power of the people increases so that the frequency of Indonesian people in buying food at restaurants is higher than cooking at home. Food is one of the basic needs that must be met for survival, therefore the demand for food needs will continue to increase and have an effect on food supply. Therefore, it can be concluded that the development of the culinary business in Indonesia is growing rapidly and opens up opportunities to start a business in culinary industry.

President Director of Mondelez Indonesia, Saschin Prasad, said that 77% of Indonesians consume snacks rather than heavy meals every day. The data was obtained from the results of a survey conducted on participants aged 18 years and over (Gatra.com, 2019). Sweet desserts are the most common types of food in the food industry.

Sweet dessert such as pudding is popular today, both online and offline stores from start up business to high end business that are spread throughout Indonesia. Pudding is a dessert that has a sweet taste and has a variety of toppings such as fruits, sauces of various flavors, etc. Pudding business products are one type of product that is right for business, ranging from street vendors to luxury restaurants also offer various types of pudding for sale. Pudding must also look attractive and have a good taste so that it can attract the attention of consumers, this makes pudding widely known and in demand by the public.

Pudding is one of favorite desserts, almost every restaurant has a dessert menu, which is pudding, besides that, pudding can also be used as a snack because the portion is small. Indonesia is a country where most of the people prefer to eat

snacks, this pudding business can be very promising. Especially, with the development of social media such as TikTok and Instagram, it is easier to introduce products from start-up companies to potential consumers. By utilizing technology such as creating interesting content, both images and videos, it can attract customers who like visuals (Maris, 2021). Technological advances in the software sector have formed applications such as Go Food, Grab Food, and Shopee Food that greatly facilitate the distribution of products into the hands of consumers. With technological advances, opening an online business has become easier, and more flexible, of course to reduce direct contact during this pandemic.

With the development of the ideas and creativity, the business opportunities in forming new and unique products are increasing, as well as pudding which is increasingly unique. Pudding sold today is very diverse in terms of taste and shape. In previous years, pudding only had certain flavors such as chocolate, vanilla, etc. Today's innovation, create the pudding flavors are increasingly varied, such as taro, matcha, hazelnut, salted caramel, red velvet, etc. These flavors really attract the attention of potential customers because they offer new and unique flavors. By then, the writer can conclude that this snack and dessert business can run well with the addition of new variations that can enjoyed by many people.

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1.2. Company Description



Figure 1.1 Company Logo

Soyatelier.id is a business brand for a company in the food industry that providing sweet dessert products which in the middle of trend of dessert in Indonesia. Soyatelier.id is a home-based food company that focus in creating a new innovation in healthier choice for people who likes to consume sweet dessert which identically contain so much sugar. This business sells soft pudding that made from soya milk. Following the current trend of sweet foods such as dessert boxes and croffles or croissant waffle, Soyatelier.id also offers products in the form of sweet foods or dessert that can be enjoyed by many people.

Sweet foods are not always bad, but the increasing number of diabetic patients, which in the last 10 years, the number of diabetic patients in Indonesia increased by 167% (Pahlevi & Mutia, 2021). The writer herself really likes sweet foods because sweet foods have been proven to improve a person's mood, but if consumed in excess it can affect health. Therefore, the writer made a product that is sweet but the sugar composition is not as much as other dessert so that it can still be enjoyed by sweet food lovers and still be able to increase the mood of consumers. During this pandemic, the level of need for healthy food is increasing, one of which is pudding, pudding is very good for digestive health. especially soy milk pudding, soy milk is milk made from soybeans and contains 0 mg cholesterol (Purwanti, 2020).

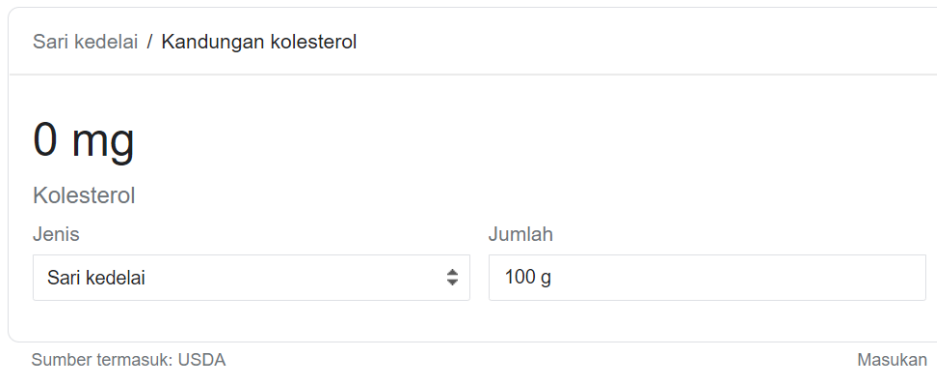


Figure 1.2 Cholesterol Level in Soy Milk

The Soyatelier.id logo represents to always provide and giving the best product and services from the company to the customers. The color of Soyatelier.id is mostly soft pink, this color represents the product, which has a very soft texture. Pudding that is sold must have a soft texture and easy to consume, the author also follows the current pudding trend, most of the puddings being sold today have a very soft texture. Recently, puddings that have a soft texture are more popular. The picture of the pudding on the plate which is located in the Soyatelier.id logo depicts the product to be sold, namely a creamy white pudding and a sauce topping on it. The last is “Soya Pudding to Makes Your Day” means that sweet food can improve a person’s mood, if the consumer is having a bad day, consuming this product can improve the consumer's mood.

Soyatelier.id derived from the word soya and atelier, soy or soybeans are one type of legume which is a source of vegetable protein. These beans can be used as a drink which is also known as soy milk, the process of making soy milk itself is by soaking the beans for several hours, rinse it, then blend the soy beans with water and add sugar for the taste. This product using soy milk than cow’s milk, that’s why the brand using word “soya”. Word “atelier” have a meaning too, atelier is a noun which means studio, and studio itself means a room to create a work. The work make in this studio is pudding that made from soy milk. That’s why the company name called Soyatelier.id. The word “id” represents for the code for Indonesia, and it is made in Indonesia.

In a business must have vision and mission and need to pay attention because those are the crucial things in businesses. It is important to define vision and mission of the company to keep and drive the company to move forward. Vision is the main goal or direction of a company for the future, while mission is the process that must be followed in order to achieve that goal (Astuti, 2020). Vision and mission are an inseparable unit in order to achieve the goals of a company, that's why vision and mission are crucial things in a business. Therefore, the writer sets several visions and mission for this business to accomplish and achieve the goals in the next few years.

Vision

“Can be better known by the wider public in Indonesia and continue to develop products to be the best products that can be loved by consumers.”

Mission

1. Giving the best quality of the ingredients for the customer.
2. Giving the best services for the customer.
3. Keep looking for the newest innovation in making the product.
4. Keep continuing to upgrade and developing the product.

Soyatelier.id is a home-based business which is a small business that own by one person and run by the owner and some people as staff.

Soyatelier.id does not have any physical store yet and selling the products by using online platform such as e-commerce, such as Tokopedia, Shopee, Go Food, Grab Food, and Shopee Foods, and using social media for selling and marketing such as Instagram and Tik Tok. However, Soyatelier.id have its own kitchen that located in Jakarta are, more precisely located in Jalan Dwiwarna 4 No. 5, Sawah Besar, Karang Anyar, Jakarta Pusat.

1.3.Product and Services

Soyatelier.id is a soy milk pudding, the pudding itself made with less sugar and soy milk that contain zero cholesterol. Based on the data mentioned above, 77% of Indonesians consume snacks rather than heavy meals every day following with the increasing number of diabetic patients, which in the last 10 years, the number of diabetic patients in Indonesia increased by 167% makes the writer concern about the health of the people. The writer made a product that less sweet than usual dessert but the customer can still enjoy the product like a snack. Different with other pudding brand that contain much sugar and using cow's milk or cream to make it creamier but contain much fat and cholesterol, Soyatelier.id introduce another choice of more healthy dessert but still delicious.



Figure 1.3 Soyatelier.id Menu



Figure 1.4 Soyatelier.id Product

Soyatelier.id have 3 types of variant sauces:

a. Soy Milk Pudding with Brown Sugar Sauce

The pudding itself made from less sugar soy milk with no added more sugar and water to bring out the richness taste of soy milk. The pudding basically 100% of soy milk with a little of jelly powder to condense the milk into a soft pudding. For the topping, it is using brown sugar sauce which made from brown sugar, ginger, and water, the texture is liquid. The usage of ginger is to add hot and spicy accent to the sauce. The combination of cold pudding with spicy ginger will create a unique taste, this is the location of the uniqueness of the product. This product does not contain lactose at all, so it is very suitable for customers who are lactose intolerant.

b. Soy Milk Pudding with Chocolate Sauce

The second product is soy milk pudding with chocolate sauce. The chocolate sauce made from dark chocolate compound and milk, with a little bit of sugar, the texture is creamy. The chocolate sauce has a unique bitter and slightly sweet taste, but the bitter taste is more dominant. This product is not suitable for customer who has lactose intolerant because the sauce contained milk.

c. Soy Milk Pudding with Caramel Sauce

The third product is soy milk pudding with caramel sauce. The caramel sauce made from sugar, cream, and water. For this product, the sauce is sweeter than other product, the writer will not recommend this product for diabetic person. It is dominant sweet taste and because to make caramel

need much sugar, but the taste of the caramel it self will meet customer expectation. The texture of the sauce is very thick and creamy, the sweetness fit well with the soft pudding. This product also not suitable for people who has lactose intolerant and sugar diet person.



Figure 1.5 Glass Jar

Soyatelier.id using 1 type of packaging, 200 ml glass jar which is very premium and beautiful design, the jar lid made from elastic plastic. 1 jar of the product contain 150 ml pudding and 30 ml of topping sauce, and on the glass a Soyatelier.id sticker will be affixed. Every purchase of the product will get a small paper bag size 16x7x11 to put the product.

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