

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

A great deal of business person is attempting to keep up with their business during this Covid- 19 pandemic. The culinary industry is extremely influenced by this pandemic. It is extremely hard for the proprietor to keep and keep up with their business well during this pandemic. A few business visionary lost their eatery, some of them actually can get by in this pandemic. The one who can endure realizes how to keep up with their eatery and keep the business stable.

The issue for the café itself is because they can't open their eatery for a feast in, and presently. The eatery just can serve to take-away requests to keep the cash turn in their business. It's not just the café that begins to sell the food on the web, little privately-run company begins to make their item and sell it on the web.

As The author sees based on a website, Instant noodles have been an alternative food for Indonesians for decades. Indonesia recognized instant noodles in the late 1960s. Since then, instant noodles have been "popular" in Indonesia. In 2019, Indonesian consumption of instant noodles reached 12.6 billion packages per year. Considering that everyone eats instant noodles, that means that in that year, Indonesia's average consumption of instant noodles reached 61 packs/person/year, or about 4.87 kg.

Ramen Co can attract customers with a different concept that customers can enjoy eating ramen with a concept of a container that from Japan concept. The author brings a concept from Japan that customers can enjoy and get a good ambiance while eating ramen and Japanese food in containers.

Ramen Co is an FnB business that sells food and drink, with a unique concept and targeting Gen Z or young people as the main consumers. Ramen Co sells 4 main menus, and 2 more as a drink. One of the examples is ramen from Japan. As we know Ramen is very popular in Japan right. It's an instant noodle. The Ramen Burger itself, it's from Japan. Ramen Burger consists of two crunchy piles of fried ramen noodles. In between the piles of noodles is placed beef which is sprinkled

with spring onions and smeared with a special soy sauce.

The idea for this ramen burger came from Keizo Shimamoto. This Japanese-American man admits to being a ramen enthusiast who spent time in Japan learning the art of making ramen. Shimamoto even had time to make a short film called Ramen Dream as a form of his obsession with Japanese noodle food. The first time sold in Brooklyn, many people were willing to stand for hours in the rain, waiting to buy this food.

For the yakitori itself, it's from Japan as well. yakitori is chicken satay, this is popular in overseas. In Japan many restaurants that sell yakitori themselves. It was a chicken satay that uses a special seasoning with soy sauce base. The addition of sweet and spicy sauce, with salt and various parts of the chicken used.

There are many reasons for the concept of Ramen Co. The first reason is that the author wants to introduce the concept from Japan to Indonesia of ramen that is being eaten in a container concept. All of Indonesia's people love noodles right, then almost every week people eat at least eat 1/2 noodles. Ramen Co serves people's needs about many variants of Ramen and Japanese food and selling places that can dine in. Secondly, Ramen burgers that are popular in Japan can bring it to Indonesia, in terms of the market, Indonesians are curious about products that are rarely found in Indonesia. That noodle Ramen Co uses ramen, not noodles. The third one is because Yakitori is not popular enough in Indonesia and from a market point of view it's pretty good.

1.1. Company Description

The company brand will be Ramen Co. The meaning of this name is because of Ramen Container. Ramen container is a new design and concept of ramen itself in Indonesia, served using a kiosk container. Because a cart is too mainstream. This company not just sells ramen, but selling ramen burger, yakitori, and takoyaki, etc. This company has a vision of Japanese cuisine for the typical food and makes it more creative, and innovative. There are several elements of the product name, no need to be viral or become a trend, because this food can be found everywhere. But in this situation, Ramen Co brings Japanese food into a company.

Every product has strength and weaknesses. The strengths of this company have been, the product is freshly made that visitors or customers can see about the safety and hygiene, and for the ingredients that Ramen Co made. Because safety and hygiene are some of the most important that customer satisfaction.

Ramen Co price is affordable that can be enjoy by all society. The customer can get a good quality of product. Ramen Co believe that customers will visit our kiosk again, because Ramen Co design for comfortable for customers that dine in, in our Container kiosk. Some of the weakness about Ramen Co are, there's a competitor's ramen in the country, but Ramen Co believes that it can grow time and time, cause Ramen Co has an innovative and unique product that Ramen Co bring. This is the logo of company Ramen Co.



Figure 1.1 Logo Company

This product is can be a side dish and meal, that customers can choose of the product. As a meal most of all can consume this product of Ramen Co. Ramen Co will be open offline as a kiosk container.

1.2. Product and Services

Ramen Co products will be Japan dish, ramen burger, taiyaki, and takoyaki for the signature dish. The actual main ingredients of a noodle are Ramen with variants and can be added with a side dish (egg, seaweed, cheese, etc.) The main ingredients of a ramen burger are instant ramen noodles, bun burger, chicken egg, minced chicken, etc. The main ingredients of takoyaki itself are flour, eggs, water, cheese, katsuobushi, leek.

This product will be packed in a paper bowl. Ramen Co chooses a paper

bowlonline, for the main menu because it's simple and easy to carry. This packaging is suitable for a variety of soupy foods, especially noodles. The shape is round so that it gives a more unique impression on each food in it. The price for it will be Rp. 30.000 depends on topping itself for noodles. For takoyaki itself Ramen Co sell for Rp. 15.000 depends on filling itself. For the ramen burger, Ramen Co sells for Rp. 25.000.

Customers can find our product of menu in offline store of container kiosk itself, and also from social media (Instagram, TikTok, etc.) or it can be found on Go Food, Grab Food (depends on the market itself). For distribution, Ramen Co will hire two persons to distribute it around Tangerang. For the online service, it will add more cost for the customers.



Figure 1.2 Ramen



Figure 1.3 Ramen Burger



Figure 1.4 Yakitori



Figure 1.5 Takoyaki

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