

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

Along with the times, the culinary business in Indonesia is increasingly in demand with the support of many people who like to eat food ranging from traditional, national, or international foods. It can be proven by the increasing number of culinary businesses and a very diverse menu (Ayu, 2021). Supported by Maslow's Theory of Needs, the need for food and drink is no longer a basic need that must be met but has become a trend in society (Iriana, 2021). Many people think that the culinary business is one of the businesses that have great opportunities. Quoted from Bisnis.com, the Ministry of Industry (the ministry of industry projects that the growth of the food and beverage industry or food and beverage will reach 5-6 percent in the second quarter of 2021. Previously, in the first quarter of 2021 this sector only grew 2.4 percent and at the end of the year the industry of this food and drink will Increase to level 5-7 percent (Ayu, 2021)

Currently, the government is also very supportive of the community to open micro, small and medium enterprises or in short with MSMEs. This micro, small and medium enterprises can help the community during this pandemic. With this business, it is very useful in terms of the distribution of community income. Not only that. By opening a business, it will create job opportunities for people who need it.

Many restaurants, cafes, and small businesses have also been found that use the concept of a unique and interesting food or drink menu. Businessmen are also competing to create creative ideas in developing a culinary business. Many offers are offered to range from variations in taste, unique packaging to giving special promos. This is done to attract buyers. Hampers is one example that is widely used to attract buyers. Arranged in a package containing the product, then wrapped attractively so that it can be given as a gift to others or consumed by yourself.

According to the survey, Indonesians prefer snacks to heavy meals. Not only Indonesia but followed by 11 other countries in the world. The survey released in December 2019 found that Indonesians consume snacks more often than heavy meals. Almost 3 times a day Indonesian people can eat snacks. 75% of respondents admit that snacks are easier to eat between activities, said President Director of Mondelez Indonesia, Sachin Prasad. Snacks are considered suitable for the contemporary lifestyle that is instantaneous. In addition to filling the stomach, 93% of Indonesians say snacking can improve mood (Setyorini, 2019)

Therefore, snacks can be a business that has the opportunity to develop in the food industry. Almost all ages consume snacks ranging from children, teenagers, adults to the elderly. It's not wrong if you want to start this business because it has profitable business prospects and can be started with small capital. Supported by the covid pandemic which makes people's activities more at home and requires variety in food.

The culinary business will always be needed by everyone. More specifically the food that will be made is Cookies. Cookies are sweet snacks that have a very delicious taste. The combination of sweet, crunchy, and soft taste in one bite makes cookies suitable as snacks. According to a survey in 2017 Sweet biscuits was the number 2 favorite food out of 15 top snacking categories (s, 2017) . So that cookies have a great opportunity to be liked by many people. Not only that, along with the times, many people often give gifts such as hampers and bouquets to their loved ones or friends around them. Giving can be on birthdays, graduations, especially on Eid. According to Country General Manager of ShopBack Indonesia, Galuh Chandra Kirana, “the trend of sending hampers is increasing and will continue in 2021” (Safitri, 2021). This data is a big opportunity for business people who are just starting a business.

1.2. Company Description



Figure 1.1 Logo T Hampers Cookies

This business will be named T Hampers Cookies. T is the initial letter of the name of the owner of this company, Tiffany Laudry. So that T is placed at the beginning of the sentence and then followed by hampers which means a series of items or food that are neatly arranged and packaged as attractively as possible and Cookies are food that will be produced and will be assembled into a hamper.

This business will start with the home industry. The choice of home industry is because it does not require large capital and is suitable for someone who just wants to start a business. The location of this business is on Jalan Hasanudin number 74, District Fifty Rintis, Pekanbaru Riau. The concept of this business has a sales target per day. T Hampers Cookies not only sell cookies but will sell cookies with unique packaging so that these cookies data become gifts for special people.

T Hampers Cookies also have a vision and mission.

The vision of T Hampers Cookies:

- a. Being a small business that has the best quality.
- b. Fulfill customer needs for light snacks that can make the mood better.
- c. Strong branding in hampers gift.

The mission From T Hampers Cookies:

- a. Cooperating with suppliers of raw materials that have the best quality.
- b. Always innovate for unique and different variants of cookies from competitors.
- c. Ensuring consumers or customers are satisfied with the products and services of T Hampers Cookies.

The organizational structure of T Hampers Cookies is led by the owner, Tiffany Laudry, who has the task of taking care of all the necessary materials, promoting social media, and monitoring all work. Worker 1 has a task to create cookies. Worker 2 has the task of packing and taking care of shipping.

1.3.Product and Services

T Hampers Cookies provide products that are always fresh from the oven because these cookies are produced every day. Not only that, these cookies also use premium ingredients such as anchor butter and Omega3 eggs. These cookies are suitable to be friends when customers need a sweet snack. T Hampers Cookies also have unique flavor variants like Choco Cookie with Popcorn and good packaging so that they are not only for consumption but can be gifts for others. Other flavors of T Hampers Cookies have:



Figure 1.2 T Hampers Cookies Flavors

Source: T Hampers Cookies Product



Figure 1.3 T Hampers Bouquet Cookies

Source: T Hampers Cookies Product



Figure 1.4 T hampers Box Cookies

Source: T Hampers Cookies Product

This product can last for 7 days in a tightly closed condition. Ordering T Hampers Cookies can be ordered in various ways, such as through GoFood, GrabFood, Instagram, and WhatsApp. For product pick up, you can pick up directly, cod or online delivery (GrabExpress or GoSend)

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