

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

Since pandemic of COVID-19 hits worldwide since 2019, the lifestyle has changed. This is no exception with the pattern of eating snacks. Indonesians are known like to consume snacks; this is resulting home-based businesses in the form of hawker stalls are in great demand. Moreover, the online culinary business is indeed a promising opportunity. Plus, during the Coronavirus (COVID-19) pandemic, most people stay at home and do all the shopping activities from home through the online channels (Handayani, 2020). Talking about Indonesia, the number of respondents that consumed more snacks during pandemic of COVID-19 was 60% with Indonesian people are often consume snacks 3.15 times a day, more than global average with just 2.30 times a day (Bayu, 2021).

According to (Intenesty, 2021), Healthy lifestyle is currently affecting many people in general. Trends in healthy lifestyles and changes in consumption to plant-based foods in Indonesia have actually been around for several years. Plant Based Foods Association state that plant-based food or product is defined as a finished product that consisting of ingredients came from plants. This includes fruits, vegetables, nuts, seeds, whole grains (Plant Based Foods Association, 2018).

Many people and community are choosing in order to eliminate animal products in diets. Some people choose to label themselves as a “plant-based” while the others still use the term as “vegan” to describe the lifestyle. Vegan refers to people who avoids using animals’ product for ethical reason such as animal abuse. While plant-based means to indicate a person who have a diet that entirely comprises plant foods (Panoff, 2020).

However, consumption of plant-based foods soared during the pandemic in Indonesia and back in the 2020, the plant-based consumption is at its peak. Healthy lifestyles that are increasingly in demand make the market for plant foods

also increase. This is because plant foods are considered as foods that provide pleasure and benefits both in terms of taste and health (Intenesty, 2021).

Many restaurants try to incorporate plant-based foods into the menus. This makes many people curious and will indirectly increase sales. Plus, there is huge prospect of a broad market, where the plant-based foods are no longer only consumed by vegans. In fact, just by looking at data in America, millennials are the main market share and of course the market share of plant-based business is getting wider considering millennials are young at age. So, it is not impossible that this kind of lifestyle will last into old age. As a result, this business will last a long time (Intenesty, 2021).

Since the plant-based diet movement is increased, people are increasing in switch to a plant-based diet. The managing director of Unilever Food Solutions, UFS for shorts, state that even this plant-based trends is still developing, still there are several obstacles that prevent the growth market of this plant-based culinary market from being optimal, this because of the low public awareness of the variety of plant-based food choices to the view that plant-based dishes are tend to be less appetizing and boring (Handayani, 2021). When it comes to plant-based foods, majority of people still assume that plant-based foods are bland. However, in reality, there are many ways to make plant-based dishes that can be consumed and serves delicious (Lorena, 2017).



Figure 1.1.1 Pastries Consumption Data in Indonesia

As seen on figure 1.0, according to survey by lokadata traces that the interest of more than 70 million Indonesian households towards pastries that are synonymous with crispiness. As mentioned above, Sulawesi region stands the highest pastries consumption with 4.8 million households consumed 11kg (or about 900 gram per months) pastries concentrate on biscuits, cookies, *semprong*, etc. in one year. Java region holds the most households' pastries consumption with 42 million household consumed 9kg (or about 750 gram per months) pastries (Syarifudin & Nugraha, 2020). As most households (especially Java region) consume pastries such as biscuits, cookies, *semprong*, etc. this could bring result people to starting cookie business as the writer start to opening business that sell plant-based cookies at first.

Biteology.co company consist of Founder, marketing staff, accounting staff, production staff, and processing staff. Founder is responsible to develop the task, creating and updating duties and procedures of marketing, accounting, production, and processing staff are responsible to stick to the vision and mission. Marketing will be responsible to market the biteology.co product through the social media, e-commerce platform and answer all the consumer question regarding the product that is going to be sell. Accounting staff will be responsible to bookkeeping, record the financial profit and loss. Then the production team will be responsible to do the production of the product. This includes the process, cooking, and packaging.

1.2. Company Description



Figure 1.2.1 Biteology.co logo

Due to the plant-based diet movement has increased since pandemic, lot of surveys that shows Indonesian people start trying to consume healthy food menus to increase body immunity, and as mentioned previously on the industry analysis chapter that the data shows of 42 million Java region households like to consume pastry products such as biscuits, cookies, etc, then Biteology.co was founded in 2021 by Bagaskara Keestanyo Purnomo a student of Hotel Operations Program at Universitas Multimedia Nusantara. Biteology.co is brand that offers plant-based cookies that comes in different flavor and color. Biteology.co not using any artificial food flavor and using non-dairy ingredients. Biteology.co product consists of gluten free flour, non-GMO, and dairy free ingredients. The three different types of packaging and mini size of plant-based cookies makes Biteology.co different from other competitors.

1.2.1 Vision

“To be one of the successful plant-based cookies business in Indonesia”.

1.2.2 Mission

- 1) Providing plant-based cookies that comes in different flavor and colors with non-dairy ingredients that are beneficial for health.
- 2) Providing an environmentally friendly and reusable packaging.
- 3) Actively involved in plant-based business communities especially through social media platform.

1.3.Product and Services



Picture 1.3.1 Biteology.co Packaging

Biteology.co offers two different packaging, one contains 6 30 grams of cookies with five different flavors (Original, Chocolate, Peanut, Chocolate and Peanut, and Taro), or 1 box contains 6 50 grams of cookies. Inside the packaging, it is also added with corrugated fiberboard to prevent the cookies to get destroyed while in the delivery process. Consumer who buys biteology.co product will earn the cookies along with the packaging contains 6 cookies with different flavors or for people who like to buy one cookie, biteology.co also offer single packaging.



Picture 1.3.2 Biteology single packaging

Biteology.co also offer single packaging that suitable for consumer who only purchase one cookie and of course inside the packaging contain food grade oxygen absorber. Consumer did not have to worry about the product because the single packaging also added with corrugated fiberboard on the inside.

U 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



Picture 1.3.3 Biteology.co Menu

There are five choices of flavor that consumer can choose and what makes biteology.co unique is by offering two different flavors which are peanut flavor, and chocolate and peanuts flavor.

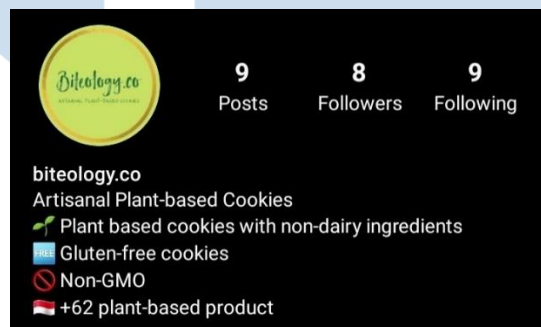


Picture 1.3.4 Biteology.co Product



Picture 1.3.5 Biteology.co Product

In order to prevent the product from becoming unfit for consumption and to last a long time, biteology.co use food grade oxygen absorber that can prevent the cookies from getting in the oxygen from outside which can be resulting in the products that are not durable and not suitable for eating anymore.



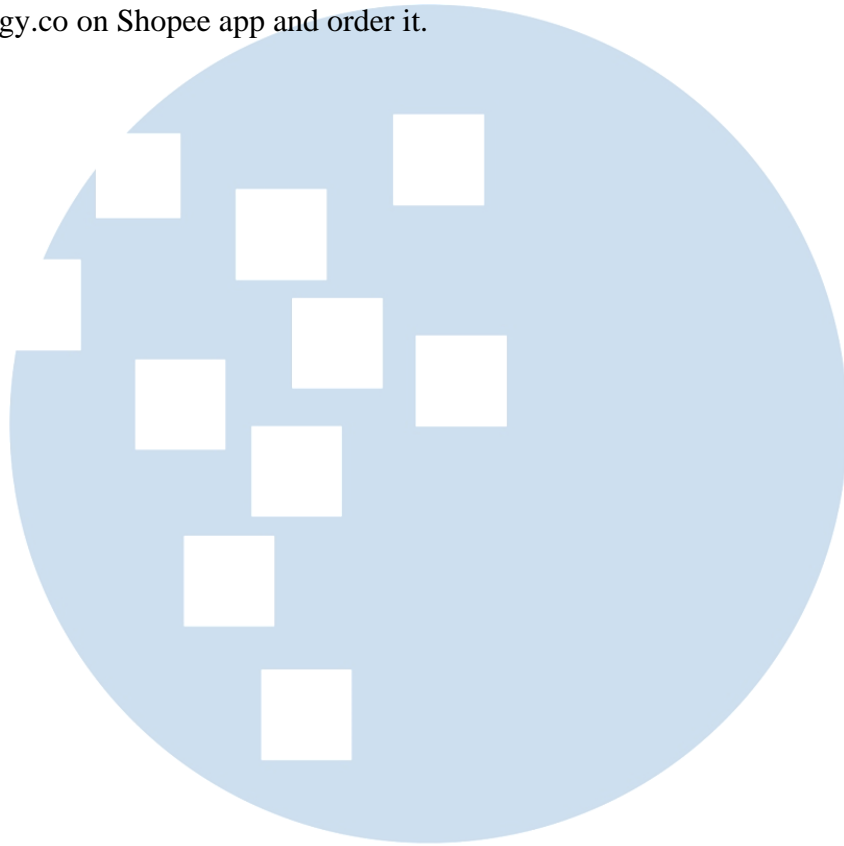
Picture 1.3.6 Biteology.co Instagram



Picture 1.3.7 Biteology.co online shop

Biteology.co will sell the products on two media which through Instagram app, and Shopee. People who would like to know about the latest update about the product development, new releases, fact, etc. can follow biteology.co Instagram or

for people who would like to buy the product directly, people can just find the [biteology.co](https://www.biteology.co) on Shopee app and order it.



UMMN

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