

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

According to Róisín Burke, Molecular Gastronomy is the science behind the phenomena that occur during a culinary transformation. Learning the behind the scene on how a food transform during a cooking process lets scientist learn so much and let create a newer cooking technique that incorporate science within the process. This later on was known as molecular cooking

Molecular Gastronomy or molecular cooking have been a upcoming trend in the food and beverage industry for several years. The rising term of molecular gastronomy have started to plague among the culinary world of Indonesia. Many people wanted to try this new food trend, however, the scarcity of chefs, cooks, restaurants, and outlets that have mastered the molecular cooking technique have let to molecular cooking to be a high demand low supply item.

One outstanding Indonesian chef, Adrian Ishak, was the first Indonesian restaurateur that manage to open and bring the new concept, molecular cooking to Indonesia. Namaaz Dining, a restaurant located in South Jakarta, was open in 2016 bringing the concept of combining fine dining with molecular cooking. With this new trend, people are lining up to get a taste of the first molecular cooking.

Since Andrian Ishak open Namaaz, many restaurateur and chef tried to follow the trend and open up molecular cooking concept restaurants. However with the amount of people willing to try and the low supply of restaurant that have manage to master the new cooking technique, the price of this restaurant are kept on a higher side.

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

1.2. Company Description

Garnomy is a brand that focus on being the first garnish caviar supplier in Indonesia. Garnomy is own by Ryan Valencio, an entrepreneur that currently studying as a university as a hotel operations program student. Garnomy uses molecular gastronomy technique to perfect the garnish making. Using calcium chloride and sodium alginate to create a garnish sphere with a caviar like texture and look.

Garnomy created varies of flavor for customer choosing. Sweet tasting caviar for dessert's garnish and savory caviar garnish taste for savory dishes. As its first launch, Garnomy have created 6 distinct caviar garnish flavor, balsamic vinegar caviar, tomato puree caviar, cilantro caviar, coffee caviar, and 2 syrup flavor caviar.

Garnomy was founded in 2021. The owner created the name garnomy for this brand, inspired from 2 words which are gastronomy and garnish which then combined to create garnomy.

1. Logo

Figure 1. 1 Garnomy logo



Garnomy logo represent the whole brand. Garnomy chose to create a more simple logo to portray a more luxurious brand image. All part of the logo also have a meaning for the brand.

- a) “Black caviar/sphere” – defining what garnomy sells, a caviar garnish with a fish egg like shape
- b) “GARNOMY sign” – defining the brand name and to imprint brand name to market
- c) “Black color” – the usage of neutral and simple color to brand the logo as a more high-end brand

2. Vision and Mission

Garnomy as a company need vision and mission. Vision will help determine what the company goal are and what do garnomy as a brand and as a company wants to be. Using mission as its tool to be able to achieve the goal that the mission sets.

A. Vision

To be customer’s obvious choice in tasting a molecular gastronomy garnish caviar

B. Mission

- 1) Creating unique garnishes in caviar form
- 2) Use the best quality ingredient and handle the product with care
- 3) Providing best service to customer

3. Business legalities

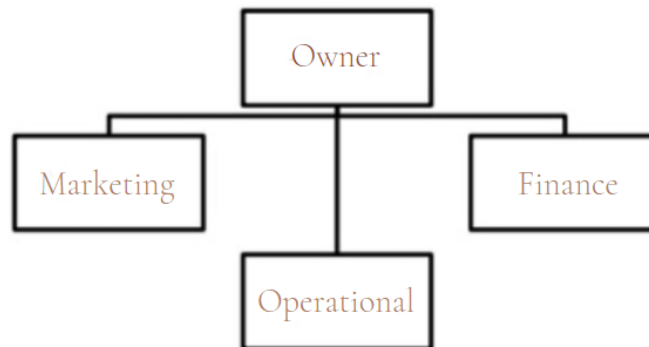
Garnomy is a home based company where the founder is only the writer that let the writer have all right to the company’s equity and profits.

4. Address

Garnomy segment of market is business to business which let garnomy doesn’t need an offline store for customer to purchase the product. Garnomy’s production warehouse is located at owner’s house in Pulogadung district, East Jakarta.

5. Organizational structure

Figure 1. 2 Garnomy organizational structure



Garnomy is led by the owner which is the writer where then there are several staff that will help the writer in managing the business. There are marketing team to help in market and gain customer for the business, finance team which will support in managing the finance of the company, and operational team which will help in managing the operational process of the product.

6. Job description

This are some job description for the position that will be helping the writer in operating the business :

A. Marketing team :

- 1) Create promotion for business partners or clients.
- 2) Maintain a good relationship with the clients.
- 3) Discover and market the product to potential customers.

B. Finance team :

- 1) Calculate budgets for the business.
- 2) Create annual forecast for the business.
- 3) Maintain financial flow of the business.

C. Operational team :

- 1) Create product according to the standard recipes.
- 2) Ensure product and working area cleanliness and sanitation.
- 3) Packaging product to final product that are ready to be sold.

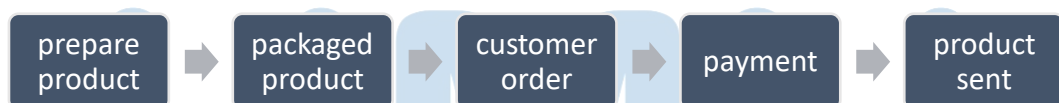
1.3 Product and Services

Garnomy product is a garnish caviar that are made using molecular gastronomy to create a sphere that resembles caviar with the taste of garnishes. This garnishes varies in flavor and all garnishes are sold in caviar form that have a texture and looks of caviar. Customers could purchase the caviar by volume. Garnomy sells varies volume size starting from 30 gram, 60 gram, 100 gram, 500 gram, and 1000 gram packaging. There are also 6 flavor of garnish caviar that garnomy sold which are :

- 1) Balsamic vinegar reduction caviar
- 2) Tomato puree caviar
- 3) Cilantro caviar
- 4) Coffee caviar
- 5) Coco pandan syrup caviar
- 6) Melon syrup caviar

Service flow

Figure 1. 3 Garnomy service flow



All product are prepare beforehand by the operational team and stocked at garnomy's operational warehouse. Garnomy have a business to business market segment that led garnomy to be able to reduce the needs of an offline store. With this, customer just need to contact garnomy and put an order through the marketing team. After customer have put an order through the marketing team, customer need to complete the payment that will be handled by the financial team. After all process are cleared, the operational team will then sent the product to the customer.