

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

In recent years everything related to the field of Food and Beverage is growing very rapidly. Especially in the current era of globalization, everything is easy to get and look for. Not only that, with the advancement of technology, it is also very helpful regarding its development. According Hadijah (2016) stating that there are several culinary businesses that can compete in the international market, such as Pecel Lele Lela (Jeddah, Singapore, Malaysia), Bumbu Desa (America, Canada), Ayam Bakar Mas Mono (Kuait, Arabic, Dubai) and ect. At this time there are also many Indonesian culinary specialties that are modified with diversity which will eventually create a new innovation.

According Handojo (2020) that the culinary business has considerable potential, especially if it can create new creative and innovative creations. Thinking innovatively at this time is really needed, especially creativity is also needed in the culinary business, this is in order to compete well and be accepted in Indonesia. Thus, it can be expected that the culinary field in Indonesia, especially food from various regions in Indonesia, can be easily introduced by other regions, and can be well received. This can be seen from the data Badan Ekonomi Kreatif (Bekraf) has noted that the culinary sub-sector contributed 41.4% of the total creative economy contribution in 2016, (Trihendrawan, 2020).

Increasing creativity and modification in the culinary field today is indeed important. Because this will also be one of the factors of a trend that will affect the

future. One example is like a few years ago the trend of "green tea" is growing everywhere. Lots of emerging foods that mix the main basic ingredients with flavors, toppings and decorations that smell like green tea. Not only that, the variety of drinks has developed since mixing with one of these tea leaves from Japan. This happens for sure there is a high acceptance and interest from consumers in the market. Therefore, as a business person, it is very necessary to have creative and innovative thinking.

Not only that, technological advances are also very helpful in the spread of culinary in Indonesia. In the past, as consumers, we could only taste food directly at a restaurant or takeaway and even then, it had to be consumed immediately. However, with rapid technological advances, a product that can be packaged frozen is created or what is currently known as "Frozen Food".

Never imagined that frozen food will be created and with its presence is not so difficult to accept by today's society. Everything can happen because of technology which is ultimately very helpful regarding the distribution of product sales in the market. In essence, the culinary industry in Indonesia is now very varied, full of innovation and easy to reach. Therefore, this is a golden opportunity if the author immediately starts a business in the field of Food and Beverage in Indonesia. Therefore, by looking at some of these opportunities, finally an idea was born for the owner to want to create a business that innovates and takes advantage of technological advances. The company will make a frozen Tekwan business.

1.2. Company Description

Nagihkeun is a company engaged in the culinary specialties of Palembang, South Sumatra. The product that we will be launching is Tekwan Tulang Rangu with Sambal Mercon. Nagihkeun itself has a meaning that can be interpreted as something that can make customers feel satisfied, addicted, have a sense of wanting to buy and buy again for this product. With the picture that customers will keep coming back to buy again because there is an addiction to the product. Nagihkeun has appeared since 2021 and is sold as frozen food in the marketplace and will have a physical form over time. With the existence of Nagihkeun, it will create a new innovation for Palembang specialties and it is hoped that with this innovation it can be easily accepted in all parts of Indonesia.



Figure 1.1 Nagihkeun Logo

Vision:

As the first pioneer, the company believes that the Tekwan Tulang Rangu Sambal Mercon product will be successful, become a popular product and become a new trend. And the product will also excel in the Indonesian and international markets.

Mission:

1. Guarantee and maintain the taste and quality of the product.
2. Continue to innovate on products and create other products made from fish as well as more varied.
3. Incessantly promote using social media through endorsed food vloggers.
4. Become one of the other preferred methods for customers to consume a lot of fish.

1. Team

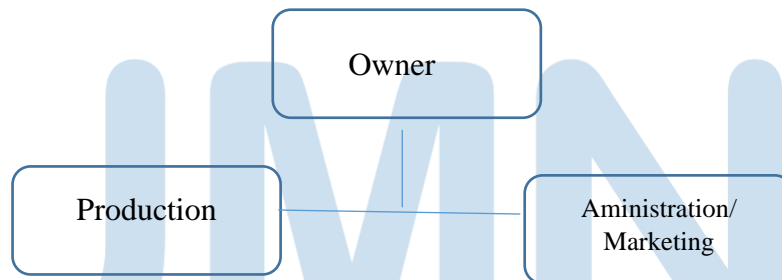


Figure 1.2 Nagihkeun Organization

The organizational structure of the Nagihkeun Company consists of a Owner, Production and Administration/ Marketing. Each section has its own job desk including:

Job desk for the Production Staff is:

1. Maintenance of raw materials, ensuring the quality of materials before processing.
2. Make products by following standard recipes.
3. Packing.
4. Kitchen cleaning maintenance.

Job desk for the Administration/ Marketing Staff is:

1. Purchase the ingredients and buy all the kitchen needs.
2. Create and prepare content for promotion.
3. Perform input, recap, purchase data and operational cost recapitulation.
4. Handle purchases on online market places.

1.3.Product and Services

A. Product

Nagihkeun is a product that will sell the typical food of the Palembang area. However, at this time, at the beginning of the emergence of Nagihkeun, only one product will be launched, namely, Tekwan Tulang Rangu with Sambal Mercon. Previously, Tekwan was a food product made from a mixture of fish and tapioca flour and was supported by a savory sauce because it was made from shrimp. Not only does it mix it with the savory gravy from the shrimp, but there are also other complements such as yam, vermicelli, ear mushrooms, fried onions, green onions and chili sauce.

The name Tekwan itself has a meaning, namely as "Bertokek Samo Friend", in Palembang language it means as a condition where someone is "Sitting and

chatting with Friends". And Tekwan is also a culinary product created because of cultural acculturation, namely Chinese and Palembang culture.

Nagihkeun provides Original Tekwan products as well as Tekwan Bone Rangu with Mercon Sambal. The purpose of adding Bones to Tekwan is to create new innovations for the texture of the Tekwan itself. Tekwan has a soft and chewy texture, therefore by adding Bone Rangu it will create completeness in it, customers will feel a soft, chewy and crunchy sensation.

And Tekwan at Nagihkeun also uses one of the most popular chili sauces and this is also an option if the customer has maximum taste resistance. Moreover, Nagihkeun always uses fresh, high-quality and nutritious raw materials. As well as regarding the packaging that will be used, Nagihkeun will also use packaging which will certainly guarantee the quality and guarantee the safety of the product during the delivery process to the customer. Such as not easily damaged or torn and the packaging used is also water resistant. The bill also uses a food vacuum machine to maximize the appearance of the product in terms of packaging and the most important thing is that its neatness is guaranteed because there will be no mixing of any available ingredients in one package.



Figure 1.3 Tekwan Product



Figure 1.4 Packing Nagihkeun

B. Service

The Nagihkeun company will market this product online. Nagihkeun products will also use online platforms such as Instagram and Shopee. And to support and make it easier for Nagihkeun customers, they will collaborate with delivery services such as Go-Food, Grab Food, Shopee Food. And will also use cashless payment methods or electronic money such as Go Pay, OVO, bank transfer and ShopeePay.

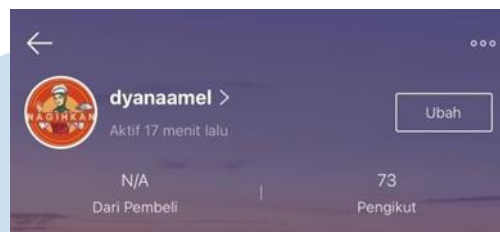


Figure 1.5 Shopee Nagihkeun



Figure 1.6 Instagram Account Nagihkeun

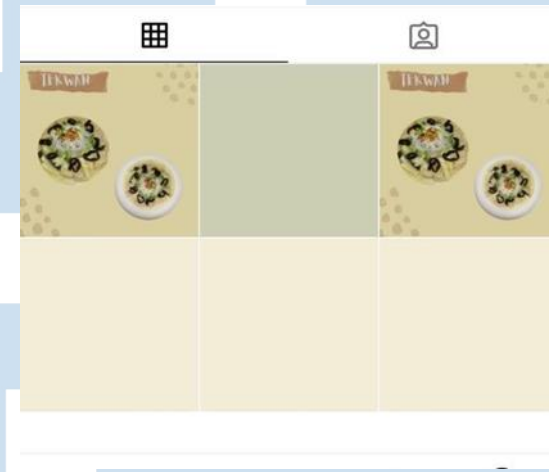


Figure 1.6 Post in Instagram Nagihkeun