

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

Sugar is one of the main trading commodities that consumed by many people in Indonesia. Most common found sugar in market is crystal sugar. Currently, the demand for sugar in Indonesia reaches 6 million tons per year, consisting of 2,7 – 2,9 million tons for consumption and 3 – 3,2 million tons for industry. (Dinisari, 2021). There is a lot of products that can be made from sugar, one of which is Caramel.

Caramel is a sugar that been caramelized combine with butter and thick cream or milk and a pinch of salt. Usually, caramel is used to give flavor for drink and dessert or for making candies. The color of the caramel itself is golden-brown. The percentage of sugar content in caramel is 66%. Caramel is suitable to be combined with coffee and tea also sweet food like cake and bread. That is why in the coffee shop and café often found a menu made from caramel like example caramel macchiato, caramel latte, caramel éclair, and etc.

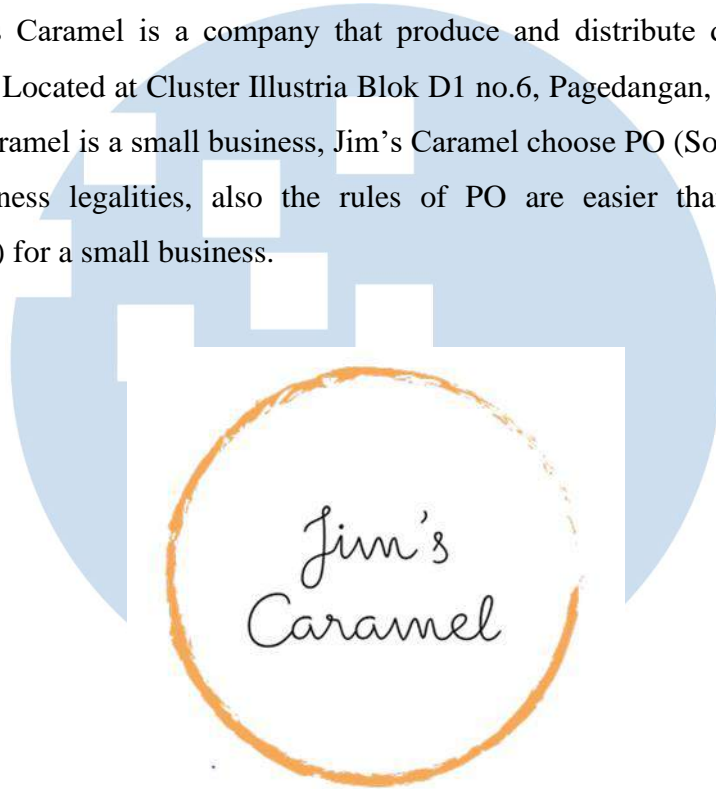
Nowadays, people make drinking coffee as a part of their lifestyle, not only lifestyle, coffee become a culture for some people. So, the number of coffee shops in Indonesia in the last three years has tripled from 1,083 outlets in 2016 to 3,000 outlets at the end of 2019. Of that number of coffee shop, mostly are open in big cities such as Jakarta, Surabaya, Medan, and Bandung. Even so, he said, not a few coffee shops have begun to explore satellite or second-tier cities such as Depok, Lampung and Bengkulu. (Prasetyo, 2020)

Because there is a lot coffee shop in big cities there will be needs from the coffee shop to use caramel products. So, the writer sees a business opportunity to produce and distribute different types of caramel to coffee shops and cafes with a good quality. And it is rare to find people who distribute and sell the caramel only in Indonesia. Furthermore, Caramel is a product that is liked by many people

because it has a distinctive taste and Caramel is easy to combine with other food and drinks, such as coffee, milk, cakes, bread, etc.

1.2. Company Description

Jim's Caramel is a company that produce and distribute different types of caramel. Located at Cluster Illustria Blok D1 no.6, Pagedangan, BSD. Because of Jim's Caramel is a small business, Jim's Caramel choose PO (Sole Proprietorship) the business legalities, also the rules of PO are easier than PT (Perseroan Terbatas) for a small business.



Picture 1.1 Jim's Caramel Logo

Jim's Caramel using logotype or wordmarks as its logo because it has a classic appearance that can last for a long time, the logo is ideal for brand awareness and introduce the company name. (Oktaviani, 2021).

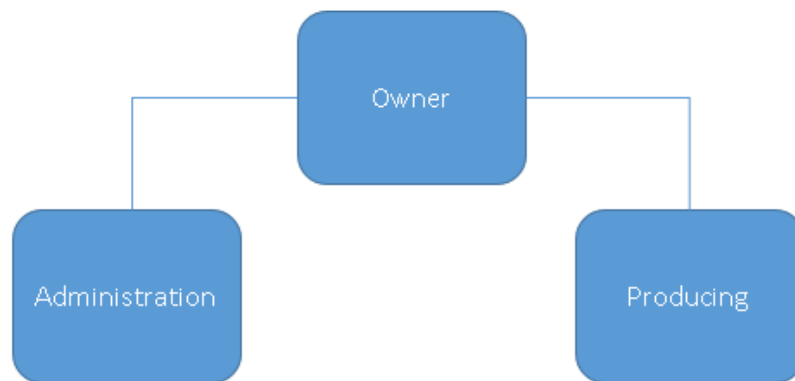
1.2.1 Vision and Mission

Vision: become a number one caramel sauce in Indonesia, in order to achieve that Jim's Caramel strictly control the process of making Caramel.

Mission:

- a. Make a high-quality product
- b. Continue to explore and develop products
- c. Promote the product through digital marketing

1.2.2 Team



Picture 1.2 Jim's Caramel Organizational Chart

Caramel organizational chart consists of owner and production. These two people has a different job description. Job description:

1. Owner:

- a. Managing the company
- b. Controlling company finance (accounting, purchasing)
- c. Checking the quality control of products
- d. Dealing with vendors
- e. Controlling staff
- f. Maintaining the cleanliness of manufacturing area

2. Administration

- a. Making a marketing strategy
- b. Accepting orders
- c. Dealing with vendors
- d. Maintaining the cleanliness of manufacturing area

3. Production:

- a. Accepting the supply (ingredients and tools) to make caramel
- b. Storing the ingredients
- c. Making caramel
- d. Sterilizing the packaging
- e. Distributing the caramel
- f. Maintaining the cleanliness of manufacturing area

1.3. Product and Services

1.3.1 Products

Caramel is a caramelized sugar that can be combined with dessert and drinks to give a flavor. Caramel that is commonly found in the market is usually made from granulated sugar. So, the writer sees an opportunity by changing the sugar in the Caramel to make it different from the other caramel. Jim's Caramel Company makes a new innovation by replacing the granulated sugar with Lontar's Nectar from Nusa Tenggara Timur. The taste of Lontar's Nectar is sweet, has slight hints of citrus and the texture of Lontar's Nectar is thick like glucose syrup. For the local community there, this Lontar's Nectar is good for gastric health (Alexandra, Harianto, & Choirisa, 2021).



Picture 1.3 Jim's Signature Caramel (Spout Pouch 500gr) and Salted Caramel (Tester Pouch 100gr)



Picture 1.4 Caramel and Buttercream Regal Packaging

1.3.2 Service

Jim's Caramel sell the product through website, e-commerce and social media like Tokopedia and Instagram. And if it's possible Jim's caramel will open a physical store.



Picture 1.5 Jim's Caramel Website



Picture 1.6 Jim's Caramel Tokopedia Account



Picture 1.7 Jim's Caramel Instagram Account

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