

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

The Revolution of social concern about health is increasing each year and beginning to change the way people live. According to a study done by HRMARS OR Human Resource Management Academic Research Society (Rauf, et al., 2018) in 2018 people are exercising and eating healthier food for both physical and mental health. The level of awareness among society towards living a healthy lifestyle has increased as most of the participants take good care of their health. The increase in technology also helps increase this awareness among internet users.

Increasing body immunity is also important, especially in this pandemic era. The virus that is the reason for this pandemic is attacking the people that have low immune so they can enter the body and then attack the respiratory system. And base on Kompas.com (Aida, 2020) body's immune can prevent the spread of Covid-19 because as soon as the virus enters the body immune system is ready to fight the virus to prevent any further infection. Tea is the easiest way to increase the immune system because the antioxidant in the tea is very useful.

Tea is an aromatic beverage prepared by pouring hot or boiling water over cured or fresh *Camellia sinensis*, an evergreen shrub native to China and other East Asian countries. The is the second most consumed beverage in the world behind water. Tea originated in china around 2700 BCE and then was brought to England where introduce tea-drinking habits to the rest of the world. And based on research by statista.com (Statista Research Department, 2021) in 2021 there are 6.3 billion kilograms of tea consumed worldwide and the number will be increased to 7.4 billion kilograms by 2025.

The market for the tea industry in Indonesia is pretty large. Tea consumption in Indonesia is 0,46 kg per capita per year (Kapojos, 2021). And this number is always increasing since public awareness about long-term health begins to spread. With such a background, the writer thinks that it is a perfect opportunity to build a business in the unexplored market.

1.2. Company Description

Indonesian people love to hang out and socialize. Hence, cafes are commonly found in big cities. Research by TOFFIN (Sugianto, 2019) has shown that from 2016 until August 2019 has increased 1.950 shops because the demand in the market is high. However, tea houses are still uncommon since tea can be consumed cheaply and easily with various types and brands. The most prominent tea house in Jakarta, for example, is TWG Tea House in Pacific Place. They managed to secure an upper-class market for tea consumers. Tea consumers are usually those who don't enjoy drinking coffee. And the tea itself has been enjoyed by many layers of citizens in Indonesia. Most Indonesians also unconsciously will order sweet iced tea or one of the famous tea brands, Teh Botol, when they dine out in a restaurant. Common restaurants use regular tea that can be found in the supermarket hence there is no special taste in the brewed tea. But at the same time, there are a lot of people that are interested in the tea brewing process. Therefore, HYPNO TEA sees this as an opportunity to bring the live experience for the customer in the premium tea brewing process during their visit so that the customers can learn more about tea brewing and HYPNO TEA can encourage society to drink healthy beverages.

HYPNO TEA is a brand founded by Hugo Juan Christianto in 2021 as a student in Hotel Operations at Universitas Multimedia Nusantara. The name HYPNO TEA comes from Hypno and Tea, Hypno comes from Hypnosis, a trance-like state in which you have heightened focus and concentration. This kind of practice is done by a therapist to motivate or see unconscious thoughts that bugging people's lives. The second word is Tea; the main product that HYPNO TEA products are sold in

the tea house. As a whole name, HYPNO TEA means the tea that helps you to relax your thoughts so you can make clear and right decisions in life.



Figure 1.1 HYPNO TEA Logo

HYPNO TEA Logo has a meaning for each item. The teacup logo symbolizes the main product that HYPNO TEA sells. Tea golden tea leaf means that the tea used to make the tea is premium Indonesian tea. The circle means that HYPNO TEA always keeps the product in the best condition to be consumed until reaches the customer's table. Six vines and green color are the symbol of the restaurant theme which is adapting organic products such as plants and wood as the décor.

The vision and missions for HYPNO TEA are:

Vision:

Providing highly reliable the best quality tea products in a comfortable atmosphere with good health protocols.

Mission:

1. Creating a relaxing atmosphere at the Tea House
2. Using Premium tea leaves for our product
3. Maintaining quality standards for making the products and maintaining the cafe facilities according to the HACCP.

1.3.Product and Services

HYPNO TEA offered premium-grade tea that was brewed according to the type of tea with the addition of flower tea as a regular menu item. The concept of the Tea House in the garden decor with the ambiance of high tea from western or more specifically British traditions. The furniture used is recommended by tea experts which is to use ceramic chinaware to avoid any metal flavor contaminating the aroma and the original taste of premium tea. As for the flower tea, HYPNO TEA will make it in a glass pot so the customer can see the real flower that has been brewed inside of the pot to add aesthetic as well as being open to the customer.

The serving for the tea is 1,5 grams of loose tea per cup or 6 ounces of hot/warm water. For regular tea, HYPNO TEA offers almost all kinds of tea from green, oolong, black, white, and red tea. Each serving will be brewed with a different temperature of water to bring out the full potential of the tea without ruining it and letting it turn bitter.

HYPNO TEA offers a variety of portions per cup and also serves per pot of tea. Besides the hot tea, HYPNO TEA will serve iced tea as well with added flavor to make it easy to drink. For further projects and services when the cafe is stabilized, HYPNO TEA is also intended to have a Teaducation membership program. This membership program is open for tea house members. In Teaduction, HYPNO TEA will provide tea bag packages and teach the members how to brew the tea that they order and give information about the beauty of the tea brewing experience.

Other than tea, HYPNO TEA will also serve many kinds of products that use puff pastry as their main or side component such as croissants, pain au chocolat, puff pastry cones, chicken pot pie, and Australian meat pie. At the moment, HYPNO TEA did not serve hot tea to be delivered but HYPNO TEA still opens delivery for the ice tea variant as well as the food.