

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

According to George, trends have been so influential to the world that it changes the perceptions and perspectives of any individual. The so-called trends that influence each other influence the market as well (George, 2020). Due to people preference, thinking of the benefit in consuming dessert, and following the newest trends, people, especially in Z Generation, have often consumed desserts or sweet foods with an easy way to access and do the shopping process (Trends that are blown up 2020 is a born of the Pancake Cereal that was hit TikTok such as #pancakecereal hashtag has built 10.6 million views and Instagram as the latest quarantine food trends). Desserts start from people in ancient times that are only used fruits and nuts rolled into honey as sweet food. In the middle ages, people began to enjoy more sweet food but only for wealthy people because in that year sugars are really expensive. Therefore in the next 3000 BC, there are more notes for sweets food that are starting to grow and popular. Noted from The New York Times, said that there are sweets that are found in the 21st century, that is from Medieval and Renaissance Europe that show of the relationship between the savory and sweet food is has a full circle (Born of elegant cookies called Foie Gras Macarons that were created by one of the Parisian Pastry Chef).

According to Klein, some archaeologists discovered that chocolate was found in the pottery that was used by the ancient Mayo-Chinchipeculture 5,300 years ago in the upper Amazon region of Ecuador (Klein, 2021). Some Ancient Mesoamericans believed that chocolate was an energy booster and aphrodisiac with mystical and medicinal qualities. As time passed, chocolate arrived in Europe in the year of 1500s that was brought by Spanish friars and conquistadors who had traveled to the Americas.

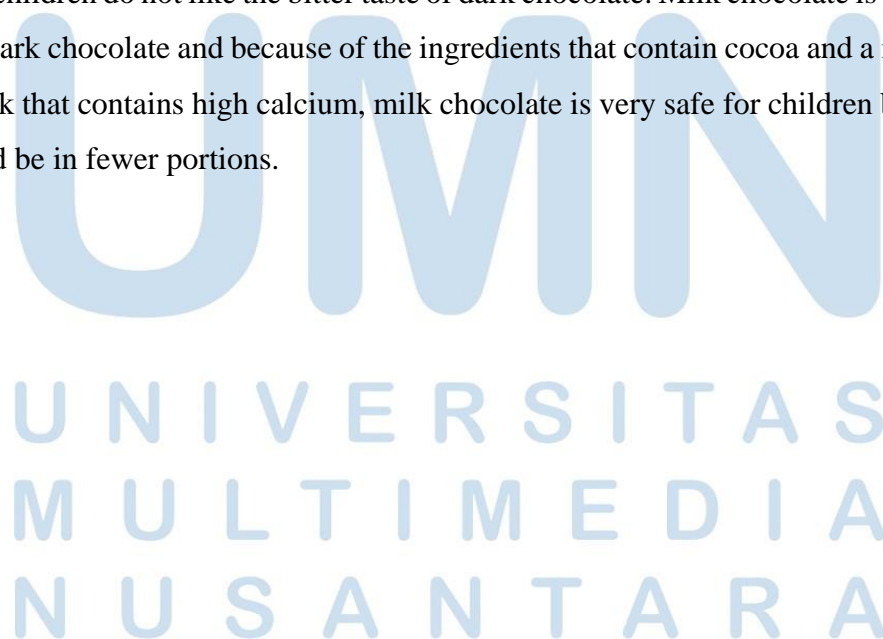
Chocolate is mixed with cinnamon to get a sweet flavor by the Spanish but in fact, the taste of the cocoa really has a bitter flavor. One of the facts that can not change is that at that time chocolate is Chocolate reined as a delectable symbol of luxury, power, wealth, expensive imports sipped by royal lips, and affordable only to Spanish elites.

Chocolate-based is really often used in every dessert as a base of the ingredients. Some of the desserts are called Mousse, Bavarois, Tiramisu (occasionally), and Parfait. Chocolate Mousse begins in the 19th century that was known as "mayonnaise de chocolat" that was invented by world-renowned French post-Impressionist painter, Henri Toulouse-Lautrec. Bavarois is a French Bavarian Cream that was found in the 17th and 18th centuries but was introduced in the early 19th century. Some of the ingredients of Bavarois are including Fruit Puree, Coffee, Liqueur, and Chocolate. The worlds of Tiramisu are found by one of the clever "Maitresse" of a house of pleasure in the Centre of Treviso, the year 1800, and was introduced in the latter half of the 20th century. The words of Tiramisu means: pick me up" which was translated in Treviso dialect which is "Tireme su". The nutritious ingredients contained in Tiramisu are based on eggs, sugars, ladyfinger biscuits, mascarpone cheese, coffee, and cocoa. The traditional parfait was invented in French but also created in the US called Chocolate Parfait. The word of Parfait is a French word originating from the Latin word which means "Perfectus" in French and translate in English such as "Perfect". The chocolate parfait was made with ice cream layered with flavored syrup (chocolate), fruits, whipped cream, and liqueurs.

According to Handayani D. V. and Manfaat, the article “Inilah Manfaat Mengonsumsi Makanan Manis” and “16 Manfaat Makanan Manis Bagi Otak” said that desserts have many benefits for people’s life especially suitable for children and also a teenager (Manfaat, 2021) (Handayani D. V., 2020). One of the benefits of eating desserts such as increasing thinking ability, being a source of energy, increasing people’s memory, intelligence, relaxation, etc. The reason is that the ingredient contained in desserts such as contained glucose. There have been many desserts spread throughout the city and country, especially in the era with people who have z generation. This is because there is many people’s preference in desserts and therefore many desserts entrepreneurs have begun to develop the products and even make new innovations in order to compete with other entrepreneurs. Desserts are really popular in Japan because of the people's preferences. One of the innovations that were made by some entrepreneurs is in japan, there is a shop called Itohkyuemon that sells many unique and cute parfait that are based on Japan’s Seasons such as Winter, Autumn, etc. Look at the local news, in Indonesia desserts are also really popular besides of Japan. There are many Indonesian shops even in many hotels, are sell any kind of desserts or sweets. According to Agmasari Jakarta Desserts Week Shop is innovating one of the parfaits that are containing traditional desserts such as called “Es Teler” (Agmasari, 2020).

Stress and depressions are a matter of great concern these days. Stress and depression are very vulnerable, especially for people who work hard or study (the process of entering exams) such as students and employees. Look in some of World News, students in South Korea and Indonesia are taking committed suicide because of stress and depressions. Based on a report from the World Health Organization (WHO) 2017, noted that the suicide rate in South Korea reached 14.8 per 100,000 populations starting from 2000 and growing until now.

Stress and depressions are great problems that must be concerned by people. There are many ways for decreasing the number of people's stress, one of the ways is to consume desserts, especially chocolate. According to Djie & Pawitri dark chocolate gives 11 benefits for people's health such as increasing brain functions, decreased blood pressure, decreased heart attack risk, has an anti-inflammatory effect, helping weight loss, preventing insulin resistance, filling the body's nutrition, protection from the sun, rich in antioxidants, raising the good cholesterol, and the most important thing is lowering the number of depression risk (Djie & Pawitri, 2019). The reason is that dark chocolate has contained 60- 100 grams of carbohydrates, 500 – 550 mg potassium, 4.8 – 5 grams of protein, 50 – 60 mg calcium, etc. Chocolate is also saved for children, According to Maharani through the American Pediatric Association (AAP), chocolate is safer for children above 2 years old. Based on Dr. Devia Irine Putri believes that chocolate is safe to give to children above 2 years old but not in large quantities (Maharani, 2020). Dr. Devia Irine Putri believes that one of the best chocolates based on the type of chocolate that is safe to be consumed especially for children is dark chocolate. The reasons are dark chocolate has less sugar and is higher in flavonoid antioxidants. Apart from dark chocolate, Dr. Devia Irine Putri recommends milk chocolate to be consumed if the children do not like the bitter taste of dark chocolate. Milk chocolate is sweeter than dark chocolate and because of the ingredients that contain cocoa and a mixture of milk that contains high calcium, milk chocolate is very safe for children but also should be in fewer portions.



Beginning in the late 18th century, the industrial era has been founded that are introducing the mechanical productions which are using machines for doing the productions often called industry 1.0. Since the time has passed, industry, especially in food and beverage, is now called industry 4.0 which is every industry uses digital technology for producing goods for the customer. Nowadays the trends of people in z generations are able to use many digital technologies such as social media to communicate with others, gain the newest information, and to buy some product until doing the transactions. For example, there is an application called Instagram that in the year before are used only for communicating, sharing photos, etc, but now Instagram seemed to be used for social networks to do business and introduce each other branding. This application is one of the tools for people in z generations that use for gain the newest information especially in food and beverage industry (desserts) and get easier for access, process the transactions of the product until reaching to the customer's hands.

Due to Covid-19 that are happening in the past few years, people are more often using the online platforms as a tool for getting popular information until doing online shopping. According to the SIRCLO survey data, compared to the customer purchasing habits before and during the pandemic, customer has chosen e-commerce as the shopping method. Purchase on the basic need such as food and beverage has been increased compared to shopping on tertiary products such as fashion and household items. Customers prioritize purchasing decisions to stay

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healthy during the stay-at-home period.

Figure 9. Purchases by categories before and during the pandemic (SIRCLLO's Survey, 2019-2020)

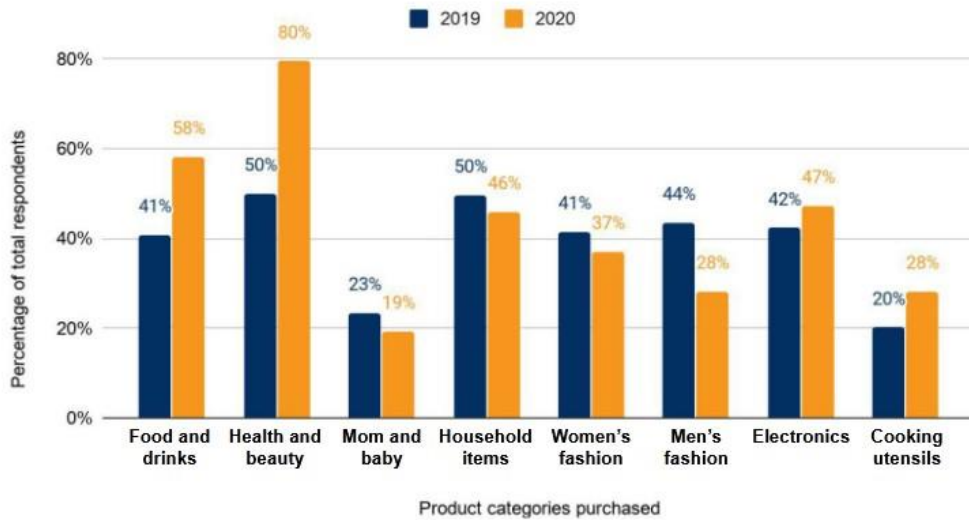


Figure 1.1 SIRCLLO Survey Data

This is one of the company benefits especially in Dessert Company to market the product and sell the product to the people. Besides desserts are really popular nowadays, because of the functions and nutrition that contains in the ingredients, and because of simple packaging, many of the desserts industry is having more profitable than before since this pandemic happen. Look at the business of desserts box, according to Indraini, selling of dessert boxes are really profitable for Dessert Babes that use the online platform to sell the product (Indraini, 2020). With just a little equity such as approximately 5 (five) billion rupiahs, Dessert Babes can get the benefit of 20 billion rupiahs per month, especially in this pandemic.

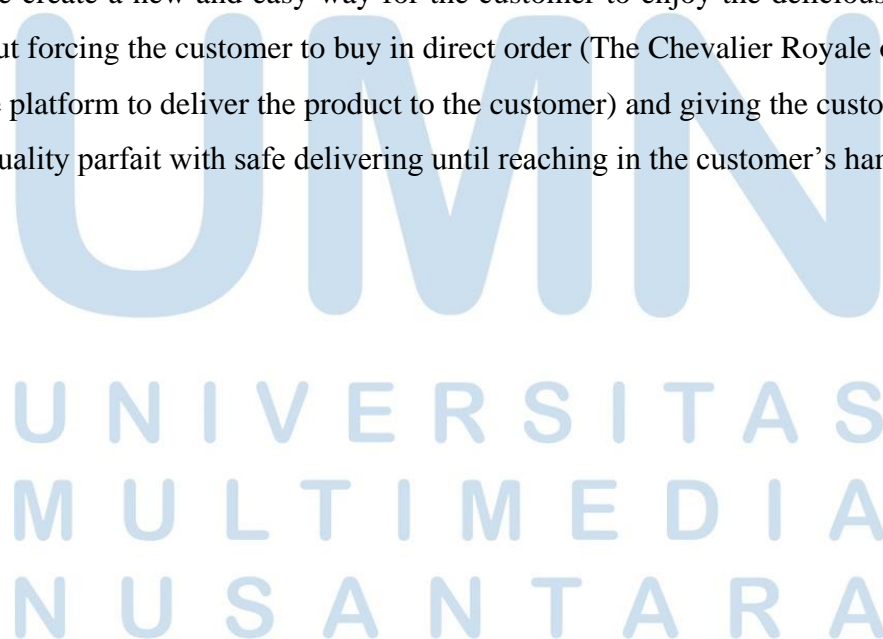
1.2. Company Description

The Chevalier Royale is a home industry that is focusing on selling Chocolate Bavarois Parfait that was launched in 2021. The product Chocolate Bavarois Parfait is a new innovation by combining 4 (four) desserts that come from Germany, France, and Italy such as Bavarois, Mousse, Tiramisu, and Parfait.

The name of The Chevalier Royale is based on France and English languages that mean The Royal of The Knight. The name of Royale refers to the word Royal

or refers to the product that was sold by The Chevalier Royale such as based on Chocolate Bavarois Cake. Chocolate Bavarois Cake was eaten by Queen Victoria as one of the Royal Family on 11 July 1900. The Chocolate Bavarois was cooked by Chef Gabriel Tschumi at a garden party in The Royal Palace. The name of Chevalier means The Knight. According to Gaur et al., the name of Chevalier means, (French: “horseman”), a French title originally equivalent to the English knight (Gaur et al., 2021). The Chevalier Royale choose the word of Chevalier as the company name because Chevalier refers to the character that is made by the owner of The Chevalier Royale company, as one as The Chevalier Royale’s marketing strategy.

Considering the people’s preference and functions in consuming desserts, as the owner of The Chevalier Royale, Felicia Budiman takes this opportunity to decrease the number of people stress with giving the customers a nutrition’s parfait because of the ingredients-based in secret dark chocolate. Furthermore, the owner of The Chevalier Royale also believes that by selling this new recipe of parfait, The Chevalier Royale can introduce about 4 (four) traditional desserts that come from 3 famous countries such as France, Germany, and Italy. Due to covid- 19 and consideration of government regulations in PPKM, as the owner of The Chevalier Royale create a new and easy way for the customer to enjoy the delicious parfait without forcing the customer to buy in direct order (The Chevalier Royale offer an online platform to deliver the product to the customer) and giving the customer the best quality parfait with safe delivering until reaching in the customer’s hand.



1.2.1 Logo Meaning :



Figure 1.2 Company Logo

1. The 8 shape star represents The Star of Lakshmi. According to Beyer, The Star of Lakshmi refers to Hinduism Lakshmi the goddess of wealth (Beyer, 2019). The Star of Lakshmi has eight emanations known as Ashtalakshmi represented by two entwined squares forming an octagram. The emanations represent monetary, wealth, endless prosperity, patience, victory, health and nourishment, family, and also knowledge.
2. The word R, C, and T (in the middle) represent the company brand name which is The Chevalier Royale.
3. The symbol of crown and star represents Royal or Represents to the Chocolate Bavarois Cake that was eaten by Queen Victoria as one as the Royal Family.
4. The word The Chevalier Royale and Be Royale, Be My Lady refer to The Chevalier Royale company brand name and company motto.
5. The color Dark Blue / Navy Blue and White refers to the symbol of The Miles Christianus Allegory. According to Miles Christianus Definition, Miles Christianus or Miles Christi is a Christian allegory based on New Testament military metaphors, especially the Armour of God metaphor of military equipment standing for Christian virtues in {bibleverse|Ephesians|6:14-17|9} and on certain passages of the Old

Testament e.g. {bibleverse||Job|7:1|4} ... (Miles Christianus Definition, 2021)

1.2.2 Vision :

The Chevalier Royale is to create happiness for the customer, especially children up to 10 years old, minimizing the number of people's stress, and give luxuries feeling to the customer by selling the delicious and nutritious parfait.

1.2.3 Mission :

- a. Introducing the new innovation of Parfait based on combining the 4 desserts that come from 3 famous countries such as France, Germany, and Italy.
- b. Introducing more about chocolate bavaois, mousse, tiramisu and parfait around Tangerang and Jakarta
- c. Be able to open the official shop around Tangerang and Jakarta in 3 years
- d. Provide Parfait with healthy, clean, hygiene and durable ingredients
- e. Willing to accept cooperation with food companies

1.2.4 Business Legalities:

According to Twin & Khartit, a sole proprietorship referred to as a sole trader or a proprietorship, is an unincorporated business that has just one owner who pays personal income tax on profits earned from the business (Twin & Khartit, 2021). In a sole proprietorship, there is no separate legal entity is created. The business owner of a sole proprietorship is not exempt from liabilities incurred by the entity. A sole proprietorship are the pass-through tax advantage mentioned before, the ease of creation, the low fees of creation, and maintenance as the main benefit. In a sole proprietorship, the entrepreneur doesn't need to fill out a tremendous amount of paperwork, such as registering with the state. The entrepreneur only needs to obtain a license or permit, depending on the state and type of business. But less

paperwork allows the entrepreneur to get the business off the ground faster.

The tax process is simpler as do not need to obtain an employer identification number (EIN) from the IRS (Internal Revenue Service that is authorized to collect taxes and establish domestic income laws.). The entrepreneur can obtain an EIN and can also use the Social Security number to pay SSN taxes rather than needing an EIN. In addition, the entrepreneur doesn't need to pay any fees associated with renewing the registration or any other fees associated with the process. Choosing a sole proprietorship is really beneficial because using a sole proprietorship can save more of the entrepreneur's money and is important as an entrepreneur that just opens the business.

The other benefit is a sole proprietorship, the entrepreneur doesn't need a business checking account, as other business structures are required to have. the entrepreneur can simply conduct all the finances through the entrepreneur's own personal checking account. So in order to choose CV, as a beginner of a business, The Chevalier Royale chooses a sole proprietorship as the company's business legalities.

1.2.5 The Company Address

The Chevalier Royale

Company Address :

Jl. Melinjo II Block C4/6 Sector 1.6 BSD, Rawa Buntu, Serpong districts, South of Tangerang, Indonesia.

Contact :

- Instagram : chevalier_royale
- Phone-call (Whatsapp) : +62 – 89674195330

The Chevalier Royale is a home industry that is focusing on selling parfait by an online platform such as social media as one as The Chevalier Royale target market. The Chevalier Royale uses Instagram and Whatsapp to promote The Chevalier's Product and contact the customer. Based on The Chevalier target market that is intended to people in age 10-60 years old, the location is in the

strategic area because the area of The Chevalier Royale is near schools, universities, shopping centers/malls, Hotels, Companies, Market, Attractions, Grab and Gojek.

1.2.6 The Product

The Chevalier Royale produce a new innovation of 300 ml Parfait based on the 4 desserts that come from 3 different countries such as France, Germany, and Italy. The name of the product category is based on the 3 different languages as France, England, and Japan.

1. S Rank : Noble Loacker (Loacker Biscuits Topping) : IDR 47.000
 - a. Naoki no Pafe
 - b. Ryota no Pafe
 - c. Aoi no Pafe
2. A Rank : Crunchy Cashew (Cashew Topping) : IDR 42.000
 - a. Yoru no Pafe
 - b. Akira no Pafe
 - c. Sho no Pafe
3. B Rank : Oreo Dark Knight (Oreo Topping) : IDR 37.000
 - a. Keita no Pafe
 - b. Ryu no Pafe
4. C Rank : Dreamland Rice Crakers (nyam-nyam rainbow rice crakers Topping) :
IDR 35.000
 - a. Ren no Pafe
 - b. Kento no Pafe



Figure 1.3 The Chevalier Royale Product



Figure 1.4 The Chevalier Royale Menu

1.3. Product and Services

The Chevalier Royale has now launched a new innovation of parfait that is really beneficial and suitable among the Indonesian people. Like the statement above, The Chevalier Royale provides a delicious parfait in every scoop. In only one scoop The Chevalier Royale already provide 4 different categories of desserts

taste (in biscuits, mousse, melt chocolate, and the topping), introducing the 4 different desserts (chocolate bavaois, mousse, tiramisu, and parfait) from 3 famous countries such as (French, Germany, and Italy), 4 different categories of topping (Loacker, Cashew, Oreo, Rice Creakers), 2 different categories of texture (crunchy and smooth), and 2 different categories of nutritious chocolate (dark- milk chocolate and dark-white chocolate). Besides the taste and texture of the parfait, The Chevalier Royale provides a luxurious feeling and classic parfait to the customer that is looking at the sweetness level in every layer (similar to the 3 layer tray of desserts in a royal garden tea party, according to a royal table manner, as a noble must start from the bottom of the layer which has a plain taste and continue until the top of the layer which has sweeter taste). Based on the ingredients that contain secret dark chocolate, The Chevalier Royale provides nutritious parfait that is beneficial for the customer especially for the aged of 10 to 60 years old.

Considering the pandemic that happens such as Covid-19, The Chevalier Royale provides the simple, cleanest and safe way for ordering until reaching the customer's need such as through the online platform (Instagram and Whatsapp) also with the online delivery (Go-Send and Grab-Express). The Chevalier Royale wants people to have a delicious and safe parfait without forcing the people to have a direct order. Without a glass as a serving like the other parfait, The Chevalier Royale provides a different way to enjoy happiness and luxurious parfait such as with the reusable plastic cup that is similar appearance to the glass that has a circle shape and is transparent. With the based-paper use in the packaging, The Chevalier Royale provides a friendly environment, easy to recycle, and safe packaging until reaching the customer's hand. Through the secret message in every packaging that was given by The Chevalier Royale, provides a unique way to market the product and attract the customer.

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Figure 1.5 The Chevalier Royale Product and Packaging

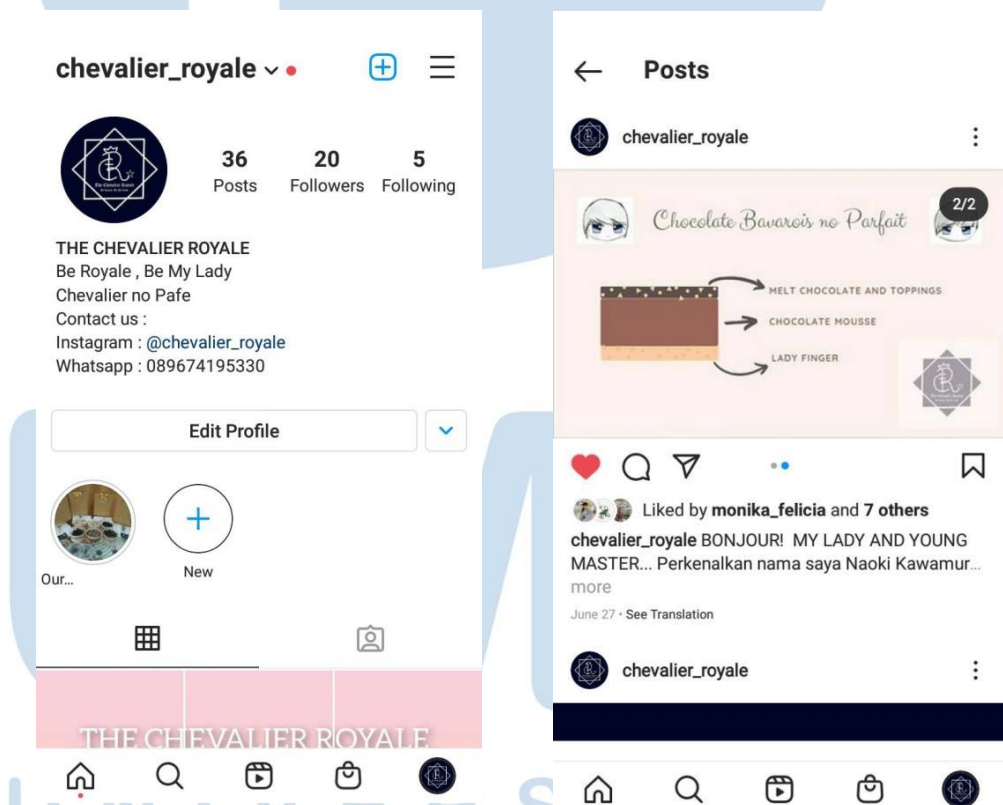


Figure 1.6 The Chevalier Royale Instagram

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