

# CHAPTER I

## COMPANY OVERVIEW

### 1.1. Industry Analysis

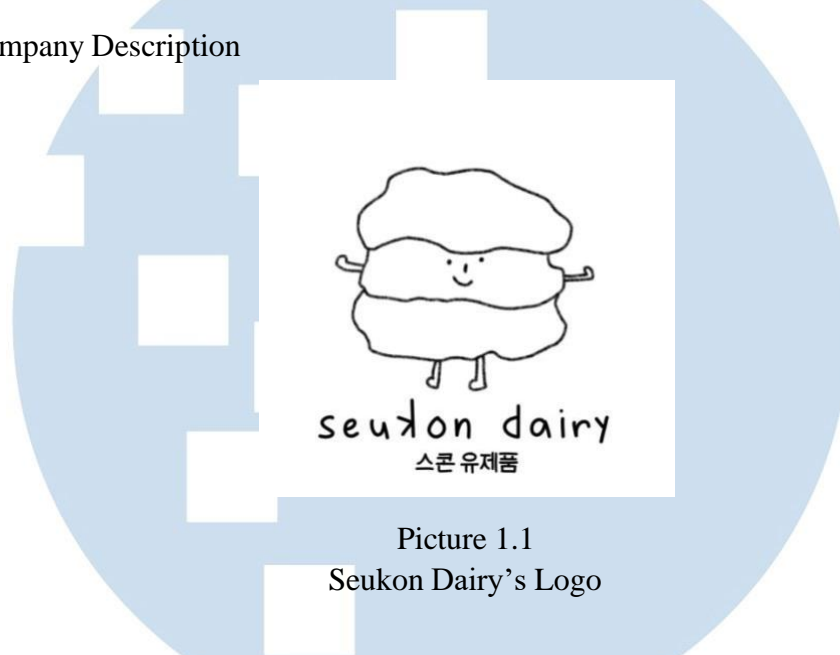
The pandemic situation is very affecting the whole economic sector in Indonesia. Food and beverages industry is one of the industrial sectors that has recovered during these pandemic situations. According to Tenten Masduki the Cooperative Minister and *UKM (Usaha Kecil Menengah)* (Kuntadi, 2021), during the pandemic most people worry about going out to buy food so they order food online and e-commerce is the common place for people order their food, therefore the business that can be sustainable is food and beverages. Since the government made restrictions for people to stay at home in the beginning of the pandemic, McKinsey (Timorria, 2020) stated that thirty four percent of the consumers order food by using online platforms. This habit is expected to continue because people are already comfortable with the efficiency and this also become a coping stress from just staying at home and a self rewards, stated by dr. Ray Waigu Baswori the Principal Investigator Health Collaborative Center(HCC) (Abdila, 2021)

At the end of 2021, the government stated Jakarta and Tangerang already at the level 1 (Naufal, 2021) which is a low level of the spread of covid virus. Hence, malls in Jakarta and Tangerang are already open like normal with the regulations that the visitors must have been vaccinated and wear masks. According to Tutum (2020), dine-in in restaurants is starting to increase, because lots of people are already bored to cook and they want to feel the restaurant's ambience. This opportunity can be very advantageous for the food and beverages business in the future. Not only consume appetizers and main course, most Indonesians people eat dessert like biscuits, bread and cake as their snack for one to three times a day. And since the pandemic occurred, most people, especially women, like to eat sweet food to set them free from boredom and stress (Azkiya, 2021).

One of the desserts that is still uncommon in Indonesia is Scone. Scone is a quick bread from Ireland made from flour and butter that has a dense consistency and it is crumbly served with cream and eaten with tea (Encyclopaedia Britannica,

1998). In Korea, the trend of scones is using lots of variants of the cream and having good feedback. Basically, trending food and dessert from Korea will influence lots of young people to try. By bringing the trending dessert from Korea, scone with cream that has been adapted with Indonesian taste.

## 1.2. Company Description



Picture 1.1  
Seukon Dairy's Logo

Seukon Dairy is a small business that is engaged in the food industry, especially in dessert product. Seukon Dairy specializes in selling Korean style scones with cream inspired by cafe in Korea. The common scone that sells in Indonesia is just a scone using jam and clotted cream. Seukon Dairy was invented to provide Korean style scones with varieties of cream that suit the taste preference of Indonesian. From August 2021, the idea of business originated by the owner. The business name, Seukon Dairy, is taken from the Korean word for scone which is "seukon" and the dairy itself is the main ingredient for making the scone like butter and milk. The logo was deliberately designed with a simple appearance in accordance with the business concept, simple yet minimalist and aesthetically pleasing. The hand-drawn scone with a smile describes the joy of having a scone and there is a hangul word of scone and dairy.

## 1. Vision and Mission

The vision and mission of a business is exceedingly important to become a foundation in every business. Without having a clear vision the business can be easily swayed and potential come to an end. However, if the vision is unaccompanied by the mission, the business can't go forward to achieve the goals in the next few years. For that reason, the owner also set the vision and mission for the business in order to keep the business going and growing.

### a. Vision

Becoming the first recognized brand specialized in selling scones with unique flavour in Indonesia.

### b. Mission

- Maintain the quality and cleanliness of the products.
- Distribute the scones to the well known cafes in Jabodetabek.
- Always keep up with the trend in food industry.

## 2. Business Legalities

In starting a business, the business legalities are important for the legal permission to open a business. The legalities in this company is Sole Proprietorship Business which is owned and run by one person and there is no profit sharing (Twin, 2021).

## 3. Address

Seukon Dairy is a home industry business that will be operated and produced in the owners' residences located in Gading Serpong, more accurately at M-Town Residence Tower Bryant no. 9/25, Kelapa Dua, Tangerang, Banten. Seukon Dairy will use the online delivery service since it still does not have any booth or physical store. Seukon Dairy also will be available in several cafes in the Tangerang area using a consignment system to reach more customers.

### 1.3.Product and Services

Seukon Dairy will be launched with five flavours. This are the five flavours of Seukon Dairy products.

#### 1) Ori Seukon



Picture 1.2 Ori Seukon

This is a korean style scone filled with Seukon Dairy's signature cream and garnished with thyme leaves.

#### 2) Klepon Seukon



Picture 1.3 Klepon Seukon

It is a korean style scone filled with Indonesia's most famous dessert, klepon, with pandan cream topped with desiccated coconut and palm sugar

#### 3) Speculoos Seukon



Picture1.4 Speculoos Seukon

This is a korean style scone stuffed with speculoos cream and topped with speculoos cookies crumble.

#### 4) Kuki Cream Seukon



Picture 1.5 Kuki Cream Seukon

It is a Korean style scone filled with cookies and cream flavored cream, and topped with chocolate cookies.

#### 5) Cereal Seukon



Picture 1.6 Cereal Seukon

The last product invented by Seukon Dairy is a Korean style scone using cereal cream and topped with cornflakes.

Our scone will be packaged in a laminated box with a decoration of Seukon Dairy. Since this company only takes orders online, every shipment more than 5 kilometers from our production house will get free dry ice to keep the cream fresh and still in the same shape.