

# CHAPTER I

## COMPANY OVERVIEW

### 1.1. Industry Analysis

According to Franky Widjaja, Deputy Chairperson of the Indonesian Chamber of Commerce and Industry for Agribusiness, Food, and Forestry, the world's population would reach 9 billion in 2045, with Indonesia's population at 350 million. The significant increase of the Indonesia's population is simultaneously followed by an increasing demand for food (Timorria, 2019). The increasing need for food has made an impact on the industry that provides it, namely the Food and Beverage industry. The Food and Beverage business has made large and important contributions to national economic progress as its performance achievements so far have been recorded as positive and consistent, starting from its role in increasing productivity, investment, and also exports to employment. The contribution of the Food and Beverage industry can reach Rp50.48 trillion or around 19% of the total investment in the manufacturing industry (Niman, 2021).

The Covid-19 pandemic that has hit the world, including Indonesia has not prevented the Food and Beverage industry from thriving. The statement can be proven by the growth of 2.45% for the industry in the first quarter of 2021 (Laoli, 2021). The defense and growth of the Food and Beverage industry can occur because it cannot be denied that food is a primary need where humans cannot live without food. The pandemic situation makes people focus more on spending their income to buy only essential needs and one of these needs is food. Therefore, people still show a desire to buy food even if it is only from home. Those who used to like to eat food directly on the spot are now switching to buying food through the online application or buying it in takeaway and will eat at home (Siregar, 2021). Later in 2023, it is estimated that 99% of the total market revenue will be generated through online sales (Statista, 2021).

The Food and Beverage industry houses many types of businesses which include businesses that sell snacks. Indonesians really like snacking, as many as

77% of people prefer to eat snacks rather than eating heavy meals (Harsono, 2019). With the Covid-19 pandemic, the snack business in Indonesia is becoming more promising as Indonesians like snacking more than ever before by snacking 3 times a day and as many as 69% of people say snacking has become part of the new normal (Tim, 2021). The habit of snacking is also widely practiced and loved by everyone from children to adults from all social statuses ranging from those in the lower classes to the upper classes (Dini, 2021). In conclusion, the liking and high level of snack consumption for Indonesians further reinforce that the snack business is promising and will continue to grow rapidly especially here in Indonesia.

## 1.2 Company Description



Picture 1.1 Company Logo

The name of the company is Hopschips. Hopschips is a business that sells Frog Skin Chips and is owned by Felicia Arletta Kikomi. Hopschips itself will launch in 2021. The origin of the name Hopschips starts from the word “hopping” in which it is used to describe the way frogs move. From the word “hopping” the owner decided to shorten it to “hop” and added the letter “s” in order to make the word rhyme with the word “chips” to match the product offered.

### 1.2.1 Vision

“Hopschips becoming the most favorable skin chips company that is enjoyed by all generations of people”

### 1.2.2 Mission

- a. Develop new products and new variants of flavor
- b. Use only the best ingredients to make the products
- c. Understand, innovate and adapt according to the market's wants and needs

### 1.2.3 Business Legalities

Hopschips will begin and be established in the form of Commanditaire Vennootschap (CV) as the capital that is owned by the owner is insufficient and also based on the fact that the company is small home-based business. The CV form will allow the business to operate and run without having a minimum capital to start. The owner wishes to develop the company into a bigger company and even expand the scope of savory snacks. When it operates, Hopschips will need BPOM (National Agency of Drug and Food Control) permit that can prove Hopschips' products are indeed safe to consume and also include Non-Halal Label in the products which will help to increase customers' knowledge about the product and overall trust towards the company.

### 1.2.4 Address of Business

#### HOPCHIPS

Palm Blossom Housing Block D Number 3  
Jl. Ulak Simpul Number 47  
Kalideres, West Jakarta 11830

The address above will be the address for the production as well as distribution of Hopschips products as the company is a home-based business whose sales will be based online so both things will be done in the same place in order to save more capital.

U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A

### 1.2.5 Organizational Structure



**Chart 1.1 Hopschips Organizational Structure**

The Organizational Structure of Hopschips will be started with only a small number of people and hope that it can expand to a larger amount in the future. Felicia Arletta Kikomi will become the owner and the company will hire 4 employees with one in charge of finance, one in charge of administration and marketing while the other two will handle the operational system in the company itself. The hiring of the four employees will be a way for Hopschips to run more smoothly and become more established.

### 1.3 Products and Services

In accordance with the data above which shows that Indonesians have a high level of snack consumption, it can also be described following a survey conducted by Mondelez International that Indonesians like to snack not only to fill up their stomachs but also to fulfill mental and emotional needs. As many as 93% of people stated that they snack to improve mood, 91% of people snack to find quiet moments or have a me-time and get a sense of comfort, 86% of people use snacking as a medium to create a sense of togetherness with others while only 84% of people eat snacks intending to provide nourishment for their bodies. Most Indonesians like to snack at times such as when they are relaxing, studying, working, hanging out with friends, before bed, during travel or commute, and sometimes at a party according to research conducted by YouGov Market

Company. In addition, there are also research and observations conducted by YouGov Market Company and also Pietra Sarosa as a financial consultant from the Sarosa Consulting Group which states that the snacks favored by Asians, especially Indonesians, are crispy snacks such as chips which are indeed proven to be in first place with percentage as much as 67% as the most consumed type of snack. This indicates the high consumption of chips in Indonesia and the prospect of its development as a potential industrial product.

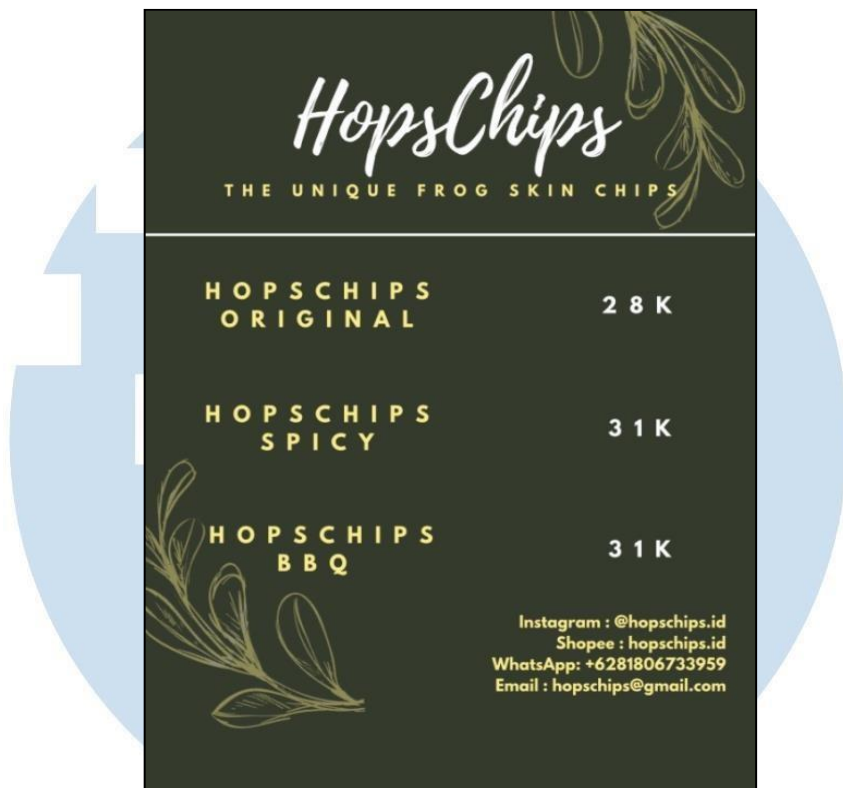
With the data and understanding of the situation and snacking habits in Indonesia, Hopschips is here to issue an innovation for chips, namely by making chips from frog skin. Unlike most other skin chip products where it is usually made from the skin of other animals such as chicken, fish, beef, and pork, Hopschips will utilize frog as the main ingredient as frogs meat themselves are widely used as an ingredient for foods such as Swike, Pepes, Porridge, Butter Fried Frogs. It is a very rare condition for food to utilize the skin part, especially here in Indonesia. Through the product, Hopschips wants to raise awareness that apart from meat, namely the skin part of the frog, can also be made into a snack. The frog skin chips will be made into several kinds of flavor variants such as Original, Spicy, and BBQ. As products made from frog skin are very rare and tend to be unique, the owners want to take on the opportunity to become a pioneer of this frog skin chip business by launching frog skin chips that are crispy in texture and also savory in flavor as a result from a mixture of various seasonings to suit customers with a different liking in taste preferences. The owner has conducted product testing by making a standardized recipe with the help of reviews and suggestions from family and closest friends to get a better understanding and grasp of the product itself.

Packaging is the first feature that a potential customer sees when they want to buy a product. In attention to that, packaging must be made as attractive as possible so that it stands out and can attract customers' attention. Regarding the packaging of Hopschips products, Frog Skin Chips will be packaged using a standing pouch with zip lock made of aluminum foil which helps prevent air from entering so that the chips will not stagnate and remain crispy. The practical form of a standing pouch will also make it easier for customers to carry chips so that

the product can be eaten whenever and wherever the customer wants. The front and also the backside of the packaging will be in the color of green which is identical to the color of the frog. On the front, there is the company logo, photos of products, and descriptions of flavor variants so customers can know what the product looks like and the flavor variants in the packaging before they decide to buy while the backside of the packaging will feature tips on how customers can store and enjoy the product and also ingredients list.







Picture 1.2 Hopschips Menu



Picture 1.3 Hopschips Products

M U L T I M E D I A  
N U S A N T A R A



Picture 1.4 Hopschips Packaging

U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A