

CHAPTER I

COMPANY OVERVIEW

1.1.1 Industry Analysis

Food and beverages is one of the biggest industries and one of the most important industries in the world, especially in Indonesia, the food and beverages industry has been growing in positive note. According to the Badan Pusat Statistik Indonesia, food and beverages in Indonesia before Covid-19 virus outbreak are growing slowly but at a steady pace but in 2020 the industry growth will plummet if we compare between the 2020 and year before, but it is also growing at 2021. Being one of the important industries in the world, the food and beverages industry will always adapt to the situation that is happening around the world. One of the adaptations in the food and beverages industry is the increase of consumption of frozen food. According to Chenarides, L (2020) it is stated that during the pandemic, the consumption pattern doesn't change much, but there is change in the amount of consumption and shift away from consumption away from home to at home and snack. And also the increased consumption of frozen food.



Figure 1.1 Food and Beverage Provider growth chart

Indonesia is an archipelago country that has a spacious ocean territory. According to the Ministry of Marine Affairs and Fisheries (2022) Indonesian ocean is 3,25 million kilometres, also according to the Ministry of Marine Affairs

and Fisheries, in 2019 the export will generate Rp 73. 681.883.000 and it is increasing 10,1% than the previous year. Even though Indonesia is one of the biggest fish exporters in the world, Indonesia is still one of the fish consumers in the world. According to Virgantari, Fitria (2022) the fish consumption rate varies from 8,3 kg/capita/year to 44 kg/capita/year and the lowest consumption participation is 56,6% to 98,1% and the spending rate for fish consumption ranging from Rp19.349,50 to Rp102.900,30/ capita per month.

1.2 Company description

According to Suryaningrum (2009) Pempek is Indonesia traditional dish from Palembang, South Sumatra region. And pempek comes from “apek” which is a term for an old Chinese man who’s the first maker and sold the traditional food by food. Pempek is usually eaten with sweet, sour, fresh, and spicy sauce called cuco. The first version of pempek that was made by apek was made with belida fish or gabus fish which is two of the most common fish that lived in Musi river and swamps in South Sumatera. But because of the scarcity of belida fish and gabus fish, pempek can be made with other freshwater that available in Musi river and South Sumatera swamps such as toman fish, putak fish, and saltwater fish also can be used to make pempek such as tenggiri fish, and became one of the most common ingredients for pempek. Pistel001 is a company that provides high-quality pempek, with various types of pempek. Pistel001 is a home production business that sells the pempek in frozen and vacuum seal to make sure that the pempek is still in good condition and can be consumed instantly.

Pistel001 is a company that will be launched at 2022, the reason why the company’s name is Pistel 001 is because pistol itself is the company’s main item that will be sold and the reason why 001 is because it is one of the vision of the company

to become the number one choice of pempek by the customers. The products that will be sold are pempek pistol, pempek kapal selam mini, and pempek mozzarella.



Figure 1.2 Company's Logo

Vision:

1. Become the number 1 choice of Pempek Pistol in gading serpong area

Mission:

1. Providing Pempek Pistol with the best quality of ingredients
2. Provide excellent service to achieve customers satisfactions
3. Recruit employees who competent to provide best quality pempek

1.3 Products and Services

Pempek is a traditional food originated from Palembang in the South Sumatera region. Pempek is a food that originated from the 16th century or precisely 1617. Pempek's name originated from the word *pek* or *apek* which is uncle in Chinese. Pempek is made with fish paste that is mixed with tapioca flour and water, shaped and filled and boiled and can also be fried. Pempek pistol, pempek kapal selam mini, pempek mozzarella are types of pempek that will be sold by Pistel001. Pempek pistol isi pempek filled with pistol which is shredded unripe papaya, cooked with thick coconut milk and dried shrimp. Pempek kapal selam mini also known as pempek telur is pempek that shaped like clam and filled

with egg, and pempek mozzarella is not a traditional pempek but a modification and modern pempek the method will be the same as pempek kapal selam mini but filled with mozzarella. For the services, Pistel 001 will be sold as a frozen food and will be sold in frozen food store and also provide online purchase from Shopee, Tokopedia, and Instagram that will be sent after purchase by the customers.



Figure 1.3 Pistel001 Products

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