

CHAPTER I

COMPANY OVERVIEW

A. Industry Analysis

The Indonesian government continues to prioritize the tourism industry because it believes it has the potential to drive the growth of the country's economy. Even now, tourism is one of the third-largest contributors to the country's foreign exchange earnings, behind coal and palm oil exports. According to the World Economic Forum's The Travel & Tourism Competitiveness Report, Indonesia's tourism competitiveness index rose from 42nd place in 2017 to 40th place in 2019 out of 140 nations (Kompas, 2019). So, Indonesia tourism is rising year by year. During the pandemic situation in 2020, The total number of foreign visitor visits throughout 2020 was only 4,05 million. In contrast, just 1,56 million visits from foreign tourists were reported in 2021, a decline of 61,57 percent from the number of foreign visitors in 2020.(BPS, 2022). Data from Badan Pusat Statistik (2022) shows that the number of foreign visitors in 2020 and 2021 will decrease.

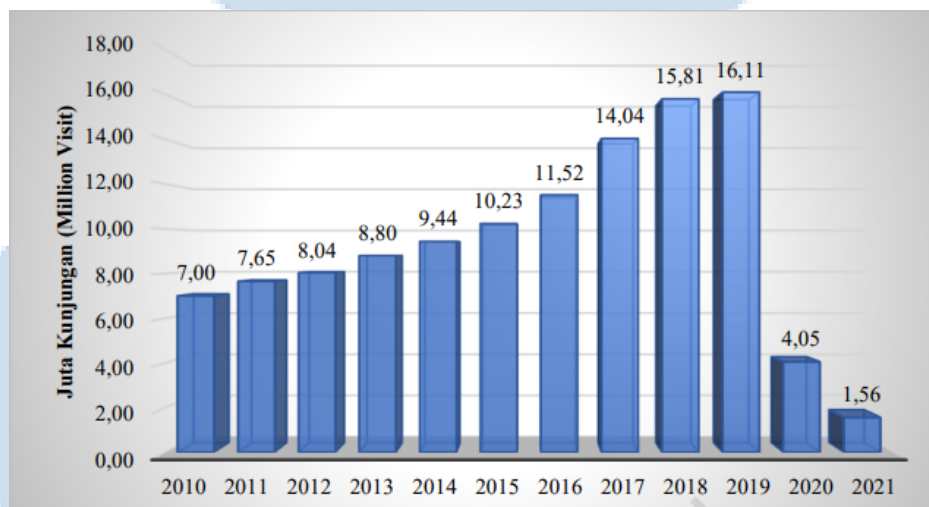


Figure 1.1 Statistic of Foreign Visitors

Source: BPS (2022)

After the pandemic situation tourism in Indonesia has recovered. According to Margo Yuwono, head of BPS, there were 111.1 thousand foreign visitors in April 2022. If we go back, the amount of international visitors is at its highest point since the Covid-19 pandemic started. More specifically, there were 172.27% more foreign visitors in April 2022 than there were in March 2022. In the meantime, it climbed by about 500%—more specifically, by

499.01%—when compared to April 2021. (CNBC, 2022). This is the biggest increase after the pandemic because it increased until 500% foreign visitors came to Indonesia. Based on this data CoCoBuff is trying to sell our product to some foreigners, because they cannot find coconut in their country so this is the chance for CoCoBuff to make coconut that is known by people from all countries.

These days, Food and Beverage businesses have become one of the biggest industries. Many foreigners come to visit Indonesia after the pandemic situation. This will increase the selling of food and beverage products because the foreigners need accommodation to rest and eat. According to Badan Pusat Statistik (2022) reported that the gross domestic product (GDP) at constant prices in the food and beverage industry was Rp200.26 trillion in the second quarter of 2022 . That number increased by 3.68% from the same period last year amounting to Rp193.16 trillion. Based on the data above, the food and beverages industry has grown in the second quarter of 2022. This becomes an opportunity for people who want to start their food and beverages industry.

Coconut water is becoming one of the biggest food and beverage industries. So many people want to sell coconut water because coconut has a lot of benefits for our health and the price of the coconut is not expensive. Badan Pusat Statistik (2022) reported that the national coconut production reached 2.85 million tons in 2021. This number increased 1.47 percent compared to the previous year which was 2.81 million tons.

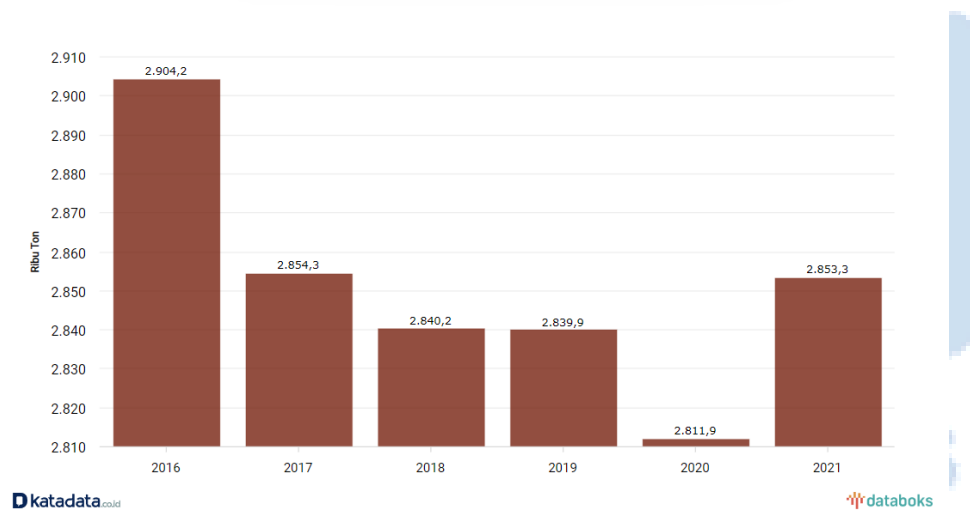


Figure 1.2 Coconut Production Data

Source: databoks (2022)

With the data above, coconut production increased from 2020 to 2021, this production increased because of the pandemic. In the pandemic situation, people will consume a drink that can increase their immune system. According to Dr. Juwalita Surapsari M.Gizi, a clinical nutrition specialist at Pondok Indah Hospital, there is currently no scientific proof that coconut water can treat people with Covid-19. However, it has been demonstrated that the nutritional content of coconut water has several health advantages, including boosting the immune system (Kompas, 2021). Based on that data coconut water can become the drink that can boost the immune system for our body.

Beside that according to BPS data, Indonesia exported 1.53 million tons of coconuts worth USD 819.26 million up until the third quarter of 2020. When compared to the same period in 2019, this export volume figure increased by 14% and by 27% in terms of export value (Ditjen Pertanian, 2020). This data shows that the export of coconut increases year by year. Compared to other countries, Indonesia is the biggest exporter of coconut to other countries such as the United States, Netherlands, South Korea, China, Japan, Singapore, Philippines and Malaysia.

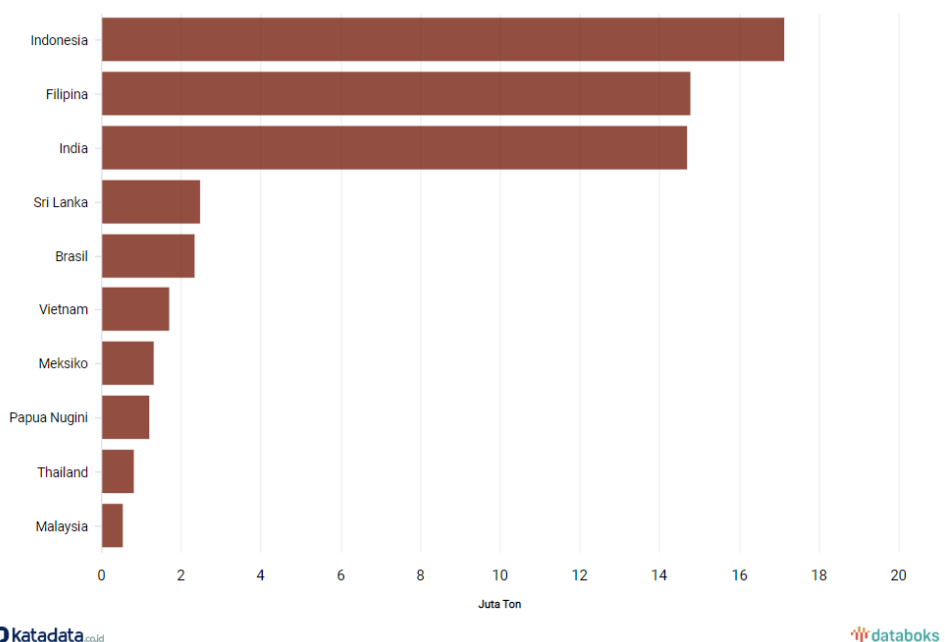


Figure 1.3 Coconut Data Export
 Souce: databoks (2022)

Based on all the data above, writers have seen the big opportunity by selling coconut water. Coconut water has a lot of benefits for our health. Writer will sell the coconut water with a unique taste but still has the coconut taste. The writer choose coconut water because based on the research before, coconut water can boost our immune and coconut water has a lot of nutrition content such as macronutrient that contains carbohydrate and protein and micronutrients that contains vitamin B1,B2,B3,B5,B6,B7,and B9 (Kompas, 2021). Besides that coconut export is increasing year by year so the writer will take the opportunity in the future to export coconut water to other countries.

B. Company Description



Figure 1.4 CoCoBuff Logo

Source: Writer Data

CoCoBuff's name is taken from the words coconut and buff. Owner chose these 2 words to make a customer after trying a CoCoBuff product that sells coconut water that can buff their energy and refresh their body. In the logo of CoCoBuff there is a coconut fruit that means CoCoBuff using fresh coconut water and there is a water logo above the coconut fruit that means it can refresh your body. CoCoBuff is a refreshing drink based on coconut water. The main ingredients Coconut Water will combine with another drink and toppings. However, it will be sold in a bottle packaging. CoCoBuff has 3 variants such as CocoKult, CoCoSquezz, CoCoSweet. This business is designed for people who want to drink coconut water in a different taste. CoCoBuff's main target is coconut lovers, teenagers, and also workers. The main vision and mission of CoCoBuff are:

1. Vision

“Making people love to drink coconut water by creating innovation of the coconut water that has a different and unique taste.”

CoCoBuff's objective is to make people love to drink coconut water because we know coconut water has a lot of benefits for our health. People can enjoy the coconut water with a different and unique taste. By expanding our store in another place, CoCoBuff wants to reach more audiences who love to drink coconut water. It is not easy to open a new store when the product is not known well by the audience. In order to grow and construct a solid plan, this company would therefore define clear goals.

2. Mission

- a. Making CoCoBuff with the best quality as well as hygienic.
- b. Provide our consumers high-quality CoCobuff items at reasonable pricing.
- c. Make customers satisfied with our product.

3. Nature of Business

CoCoBuff is a small business with limited human resources because it is still based in the home industry. CoCoBuff staffing is only focusing on production staff and marketing staff. Owner objective is to expand the CoCoBuff store in other places and can grow to franchise business in several years.

4. Address of the Business

CoCoBuff

Pantjoran

Pantai Indah Kapuk, North Jakarta

Email: cocobuff91@gmail.com

Whatsapp: 082249298660

CoCoBuff is a home industry that will open in Pantjoran, Pantai Indah Kapuk, North Jakarta. CoCoBuff will use social media as a platform for marketing and sales. To make the business grow well, choosing a strategic location is very important. Based on Pantjoran Pantai Indah Kapuk, CoCoBuff location is strategically located in

the culinary area that is usually visited by teenagers and workers who will be the target market of CoCoBuff.

C. Product and Services

As mentioned in the data above, the consumption of coconut water in Indonesia is always above 2.500 tons per year. This data proves that Indonesian people love to consume coconut water. Regarding the high demand of coconut water CoCoBuff is trying to make an innovation so people can enjoy drinking coconut water with a different and unique taste. Based on research above dehydration and vomiting can both be treated with coconut water. Additionally, coconut water contains Lauric Acid, which is similar to breast milk and is required during pregnancy, as well as potassium, salt, electrolytes, calcium, and vitamin C. In addition to acting as an antibacterial, coconut water also eliminates germs that lead to infections in the body. Then, use coconut water twice daily to maintain good health and treat infections (Disbun Kaltim, 2014). This coconut water has a lot of benefits for our body and health.

CoCoBuff business offers fresh coconut for consumers who love to drink the coconut water. Our product can make your body more fresh when doing activities outside. CoCoBuff offers some flavours. The best flavours that CoCoBuff offers are CocoKult, CoCoSquezz, CoCoSweet. Beside that CoCoBuff will also have other menu items such as fresh coconut water and young coconut water.



Figure 1.5 CoCoBuff Product

Source: Writer Data

Based in North Jakarta , CoCoBuff will open a booth in Pantjoran, Pantai Indah Kapuk. Besides that, customers can order our product from online applications such as Grab Food, GoFood, and Shop Food.



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