

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

At the beginning of 2020, as we all know, the whole world is experiencing an uncomfortable situation, namely the Covid-19 pandemic. Where at the beginning of the pandemic all activities decreased which even caused losses for every country, including Indonesia. Various kinds of business sectors in Indonesia experienced a decline and also suffered heavy losses, one of the sectors that were significantly affected was the food and beverage sector. The Indonesian Institute of Sciences (LIPI) said that as many as 65% of companies in Indonesia decided to close and also food and beverage businesses in Indonesia experienced a decline of 27% due to the Covid-19 pandemic. Many restaurant , as well as entrepreneurs in the food and beverage sector, suffered losses and even causing many of them to decide to close their businesses. After experiencing the Covid-19 pandemic for approximately 2 years, food and beverage businesses in Indonesia began to rise and try various ways to revive the food and beverage industry (*Kusumastuti, 2020*). At present, many foods and beverage businesses use a home-based business system, where they carry out the production process at home and then sell them using online sales platforms. One of the existing home-based businesses is snack food businesses such as Ebi potato chips. Ebi potatoes are processed foods consisting of potatoes and dried shrimp. Ebi potatoes are also one of the foods that can be used as snacks or can also be used as a side dish.

Potatoes are tubers that are included in the five major food groups of the world's staple food, such as wheat, rice, and corn. Potatoes are one of the staples that have high levels of carbohydrates and protein which are good for the body, potatoes themselves also have good benefits for the body, especially for dealing with diabetes and diet. Based on one of the journals of the Faculty of Agriculture, Universitas Brawijaya, it was stated that in Indonesia alone the level of consumption of potatoes is also increasing over the last 15 years, whereas the data provided shows that the average amount of potato consumption in Indonesia reaches 1.027.845 (*Adriyanto, Setiawan, & Riana, 2013*). Besides being used for direct consumption and also as a cooking ingredient, the consumption rate of potatoes as processed foods such as chips has also increased in 15 years. Ebi is one of the ingredients that is quite typical and is quite widely used in Indonesian cuisine. Ebi itself is a cooking ingredient that comes from preserved shrimp. In the process of making the shrimp will be cleaned and then boiled for a few minutes and dried. Dried Ebi is commonly used as a flavoring ingredient in processed vegetables and stir-fries. Ebi itself has a fairly high content of calcium, phosphorus, micronutrients, and protein (*Kompas Media, 2022*).

KE.BI is a processed potato that is cut into thin strips and fried like chips mixed with Ebi and fried shallots as a compliment. KE.BI chose potato dieng as the main ingredient because potato dieng is one of the Indonesian potatoes with good quality and also has a distinctive taste with a softer texture of potato flesh and a sweeter taste than other potatoes. KE.BI is available with a wide

selection of flavors that are tailored to the tastes of today's society, such as original, seaweed, spicy, roast beef, and roasted corn. Dried shrimp potatoes can be enjoyed by eating directly as a snack or also eaten as a side dish to eat with rice.

1.2. Company Description



Figure 1.1 Company Logo

KE.BI is a home-based business that produces homemade dried shrimp potatoes which are also served with a wide selection of flavors. Our priority is to produce and present processed dried shrimp potato products that can attract customers attention with a wide selection of unique flavors and modern packaging. KE.BI hopes to satisfy customers with the taste of processed ebi potatoes provided.

VISION :

Become the first option for the customer in choosing processed dried shrimp potatoes in Gading Serpong.

MISSION :

- a. Provide ingredients with good quality in the dried shrimp potato production process.

- b. Provide dried shrimp potatoes that are well-processed and with good food safety standards.
- c. Provide excellent service to achieve customer satisfaction.

1.3. Product and Services

KE.BI is a home-cooked ebi potato made and served in a wide selection of flavors. In the production process, KE.BI chooses to use Dieng potato because Dieng potato is one type of potato that is good for the health of the body because it can help lower blood pressure, reduce the risk of heart disease, and also have good benefits especially for dealing with diabetes and diet. In addition to potatoes, KE.BI also chooses to use Brebes shallots because this type of onion is an onion that is cultivated in Indonesia and has a stronger taste and aroma than other types of shallots. For the choice of flavors, KE.BI also provides several choices of flavors that can be chosen by customers such as Original, Spicy, Seaweed, Roast Beef, and Grilled Corn. For services, Ke.Bi will sell online through online shopping platforms such as Tokopedia, then the product will be sent by courier to the buyer's place. Not only selling online, Ke.Bi products will also be traded in markets close to production houses such as Paramount Market by entrusting the products to kiosks in the market.

