

CHAPTER I

COMPANY OVERVIEW

A. Industry Analysis

Granola bites are foods that can be eaten as breakfast or a mid-day snack. Granola bites contain granola with high energy content. This granola bite can be eaten as breakfast or a midday snack and is specially formulated for people who are busy and don't have free time to eat. Granola bites themselves were first offered in United States supermarkets around the 1980s. Granola is generally produced mainly mixed with raw grains, nuts, and honey. These ingredients are baked until dry after mixing. Granola also can be combined with other additives such as raisins, dried organic products, dates, almonds, and others. Many people believe that granola can help reduce weight, and cholesterol, and prevent chronic diseases such as heart disease. This is because foods that contain whole grains such as granola contain more minerals and nutrients. The word granola itself is actually a trademark created by John Harvey Kellogg, a doctor, and nutritionist. However, people are now more familiar with the name granola (National Today, 2022).

The granola bites market is worth USD 4.27 billion in 2021 and is expected to reach a value of USD 5.75 billion by 2029, with a CAGR (Compounded Annual Growth Rate) of 4.50% over the forecast period from 2022 to 2029. The global cereal bite market is projected to record a CAGR of 8.9% during the forecast period 2022-2027 the market for granola bites is driven by the increasing demand for products that are beneficial to health (Bridge Market Research Data, 2022). Products with a long shelf life, such as cereals, snack bites, breadcrumbs, and soups, are considered by consumers. As a result, sales are stable to some extent. After adjusting to their new lifestyle due to the epidemic, customers are increasingly opting for fast and healthy snack options. To meet the ever-increasing demand, with the COVID-19 pandemic, many people are building new private businesses. Because granola bites are a convenient and fast source of

nutrition and energy, there is always a significant demand for new granola items in industrialized countries. Granola is well-known as a source of carbohydrates because it contains whole grains which are good for muscle fuel and provide energy for high activity for people who are active or athletic (Nancy Clark, 2018). Oats contain fiber, which can help lower cholesterol (Nancy Clark, 2018).

Meanwhile, in Tangerang, it is still rare to find granola or snack-size cereals at affordable prices and without preservatives. The owner saw a great opportunity to sell granola bites to the public. That drives owners to create our product; Granobites then.

B. Company Description

Granobites is a homemade sweet snack company that focuses on producing baked granola bites with many different types of tastes that will launch in the last month of 2022. Owners were inspired to create this business idea from today's healthy snack trends. There are already many people who offer baked granola bites in stores or markets, but owners want to develop something different and modified the size of granola bites. The name of the brand itself; Granobites, was an abbreviation of our product, granola bites, and then it was shortened to "Grano" and "Bites".



Figure 1.1 Company Logo

1. Vision

Produces baked granola bites that can be enjoyed by everyone and becomes the best granola bites brand in quality and service.

2. Mision

- a. Gain customer satisfaction by providing excellent service.
- b. Provide our customers with quality granola bite products at affordable prices.
- c. Creating new different types of granola.

3. Business Legalities

Granobites is an SME (Small and Medium Enterprise) company commonly known as UMKM owned by only one owner and supported by several employees who will be recruited. Granobites is planned to develop into a larger company in the next future the by providing only the best quality products and services to our customers.

4. Address

Granobites is a home industry located in Gading Serpong. Granobites will start by opening booths in malls as well as at events such as sporting events and also entrusting them to sports venues such as gyms, yoga and pilates studios, sports centers, and also via online (Shopee and Tokopedia). If Granobites is successful, Granobites plans to open its own store in the Gading Serpong area.

5. Organizational Structure

Granobites have the organizational structure needed to run this company.

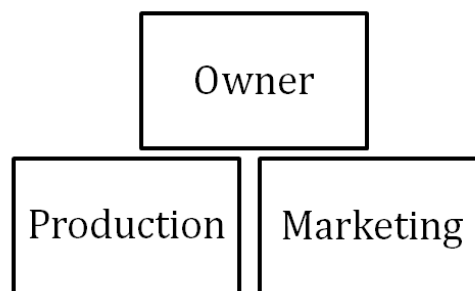


Chart 1.1 Organizational Structures

6. Job Description

a. Owner as Leader job description

- 1) Take full responsibility for the business.
- 2) Control human resource administration
- 3) Achieving financial equilibrium
- 4) In charge of formulating corporate guidelines
- 5) Creating a company promotion plan
- 6) In charge of the entire production site
- 7) Verify that everything is in order and ensure high-quality food
- 8) Providing workers with job skill training

b. Production Staff job description

- 1) Coordinate, supervise, and be responsible for the implementation of production so that it can be carried out economically and efficiently.
- 2) Responsible for the occurrence of raw materials and auxiliary materials needed for the production process and existing finished products.
- 3) Provide production reports to the owner.

c. Marketing Staff job description

- 1) Organize sales of production.
- 2) Arrange the distribution budget, especially advertising and promotion costs.
- 3) Developing its production in the market and trying to carry out policy duties regarding the price of granola bars on the market.
- 4) Paying attention to market conditions and developments in the marketing of their own products as well as competing companies
- 5) Trying to open a new market area, after that paying attention to which area has the most buyers.

C. Product and Services

Granobites provide baked granola bites with different types of tastes, offered in 2 flavors; Mixed Nuts with Berries and Chocolate. These granola bars will be tastier when served cold, enhanced by the solid texture, and freshness of the sweet and savory. Our purpose of this product is to encourage people to start a healthier lifestyle by eating less-guilt snacks. This granola bar is easy to serve, comes in a unique appearance, and is delicious. It is suitable to be consumed as a breakfast combined with milk or even just a snack to accompany customers when relaxing. These granola bars are suitable for kindergarten kids to adults and offer many advantages. Granobites come in interesting packaging as well.