

## CHAPTER I

### COMPANY OVERVIEW

#### 1.1. Industry Analysis

In this pandemic era, the health aspect is significantly changed. Healthy food business are becoming very popular during COVID-19 era because people are more concern about their food consumption (Tiofani, 2021). In addition, as the years goes by, healthy food seller market are growing and people will easily choose the one they prefer. For example, people are also becoming more interested in nutritional, healthy, and sustainable eating options. People interested in plant-based food products increased by 233%. People also seek healthy instant food. For example, searches for healthy instant noodle products increased by 71%, and searches for wheat bread increased by 36% (Liswijayanti, 2022). As an illustration, in Indonesia, up to 66 million peoples are increasing their awareness of plant based products as they will understand more about the environmental concerns (Hartono, 2022). COVID 19 definitely awakens disease, so countless people in this era are health conscious and afraid to be sick so they turn their lifestyle into healthy one. Our bodies and mind will get healthier when we eat healthy foods. By allowing our brain to perform more properly, we will also have a healthy mind (Salsabila, 2022).

The opportunity of people buying healthy product depends on their health awareness. Some people wants to buy their own raw organic and healthy ingredients and make the food from scratch, but others who are busy will inevitably buy the practical or instant healthy food product. The possibility scenario of changing life habit such as when a person doing long hour job, they tend to buy practical junk food rather than healthy food, but if they are concerned of their health, they are willing to buy healthy food rather than junk food. Furthermore, 70% of people said they would be willing to pay more for healthy food. It appears that taking better care of a person to maintain health has gone up the priority list these days (Mariska, 2022) . The healthy

life flow will become a habit, which the probability of buying the same healthy product and recommend it to other people will be higher.

One of the reasons the owner chose this particular product is because of limited numbers of competitors in the market, in which it will increase the potential buyer. Especially in 2022, a sustainable, nutrient rich food is a growing trend. For example, the competitors for salad dressing in e-commerce are limited, different than other more common food and beverage products. While many of these healthy trends are being driven by millennials and Gen Z who are some of them are more environmentally and health conscious, baby boomers and Gen X are also seeking for ways to improve their wellbeing as they become older.

For selling this product, the owner uses pre-order system and online by e-commerce. The order process suits the best, because by making salad dressing, the writer has to prepare the ingredients and the packaging for every pre-order. The writer also sells the product through Tokopedia and Shopee.

## 1.2. Company Description

The product name is Bloomy Salad Dressing. Bloomy means to evolve, to thrive, and to succeed in which the writer hopes the product will be successful on the following year of the sales. It is a home based food company which the owner believe it has a positive result if the operational runs positively in all aspects to provide the best product result. The writer decides to launch the product on the mandatory exhibition that is held on 28<sup>th</sup> of November 2022. Bloomy Salad Dressing distribute the product to the buyer who had placed the order by online using the pre-order system.

Vision:

Providing a high quality and healthy salad dressings widely to customers who have health awareness in Indonesia.

Mission:

1. Offer high quality product to customer at reasonable price.
2. Create great customer engagement.

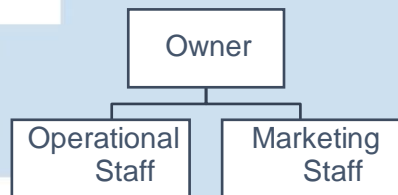
3. Introduce various flavors of salad dressing to customers.
4. Able to send our products all across Indonesia's region.

Logo:



Picture 1.1 Company Logo

Organizational Chart:



Picture 1.2 Organizational Chart

Job Description

Owner:

1. Ensure all ingredients in the products are correctly measured.
2. Take any comments and testimonial review from customers.
3. Quality control of all products along with the staff.
4. Assist all staff and marketing to ensure they work properly.
5. Manage any production cost.
6. Manage the e-commerce and social media (Tokopedia and Instagram) along with marketing.

Staff:

1. Make the salad dressing.
2. Help to packaging the product.
3. Buying the ingredients along with the owner.

### Marketing:

1. Promote the products on social media (Instagram).
2. Put and promote the products on e-commerce (specially in Tokopedia).
3. Create attractive logo design for the packaging.
4. Create engaging social media caption.

The production and main distribution's location will be from the writer's own house.

### 1.3. Product and Services



Picture 1.3 Bloomy Salad Dressing in bottles

Hopefully, Bloomy Salad Dressing will be more accessible for the customers. It will increase the possibility of people who consume salad dressing. As this product will stand out in the market because of the uniqueness and competitive price range of each product. Bloomy Salad Dressing will be sold with the price range around Rp45.000 to Rp75.000 in which the price and the production cost has already been calculated thoroughly. The price will be competitive to other products in the market. Bloomy Salad Dressing are also available with unique flavors and selected ingredients.

The main selling point of the product is the healthy and selected ingredients that contains no eggs or mayonnaise, which no other competitors is as the same as the writer's product. Bloomy Salad Dressing also could be used as complement dipping sauce to many foods, mainly for salads and could be used dipping chips, fries, beef or chicken.

The packaging itself uses unique and signature design, which won't be duplicate by others. Each of the flavor has their own individual packaging design that will increase the uniqueness of the product as well. It will be sold online through Tokopedia by pre order system, which can be send to greater Jakarta area and Gading Serpong, BSD and Tangerang area as well.

A large, light blue watermark logo of UMN (Universitas Multimedia Nusantara) is centered on the page. It features a stylized 'U' and 'M' that form a circular shape with a grid pattern inside, and the letters 'U', 'M', 'N' below it.

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