

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

The food and beverage business is still booming despite the Covid-19 pandemic that has affected the entire world, including Indonesia. The industry's 2.45% growth in the first quarter of 2021 serves as evidence for the claim (Kontan, 2021). There is no denying that food is a basic requirement, and humans cannot survive without it, which enables the defense and expansion of the food and beverage business. People are more focused due to the pandemic condition on spending their money just on necessities, one of which is food. Therefore, even if they only buy food for themselves, people nevertheless express a desire to do so. People who formerly preferred to eat meals immediately on the spot are now converting to purchasing it through an online application or ordering takeout and eating it at home (Warta Ekonomi, 2021). By the end of 2023, online sales are predicted to account for 99% of all market income (Statista, 2021).

The Food and Beverage industry encompasses a wide variety of industries, one of which is establishments dealing in the sale of snacks. Snacking is very popular in Indonesia; in fact, as many as 77% of the population would rather eat lighter meals than sit down for more substantial ones (Harsono, 2019). Indonesians enjoy snacking more than ever before, snacking three times a day, and as many as 69% of people say snacking has become part of the new normal. As a result of the Covid-19 pandemic, the snack business in Indonesia is becoming more encouraging as Indonesians like snacking more than ever before (Tim, 2021). Snacking is also a widespread behavior that is enjoyed by people of

all ages and social situations, ranging from those in the lower classes to those in the higher classes. This includes youngsters, young adults, and senior citizens (Dini, 2021). In conclusion, the fact that Indonesians enjoy snacking and have a high overall consumption rate of snacks is more evidence that the snack industry is promising and will continue to experience rapid expansion, particularly in this country of Indonesia.

In Tasikmalaya, West Java, Indonesia, a cross-sectional observational study comprising 397 individuals from five public junior high schools was carried out. Using a food frequency questionnaire (FFQ), habitual snack consumption was defined as the consumption of different types of snacks (sweet-fried snacks, salty-fried snacks, sweet-non-fried snacks, fruits, and sugar-sweetened beverages) on a regular basis. There are many kinds of fried foods that are often found in Indonesia, one of which is Samosa. Samosa is a triangular-shaped pastry. Samosas originate from Central Asia as well as the Middle East. This Samosa snack has a distinctive filling of potatoes and is seasoned with onions, peanuts, and others. This samosa is famous for its curry-flavored filling. The skin of this samosa is made of flour, butter, and water. Samosa skin is similar to pastel/dumpling skin.

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1.2. Company Description



Figure 1.1 Company Logo

The name of the company is Samindo. Samindo is a business that sells Samosa with Indonesian flavor filling and is owned by Gabriella Chandra. Samindo itself will launch in 2023. The origin of the name Samindo starts from the word “samosa” which describes the samosa themselves and then “Indo” is an abbreviation of Indonesia, because Samindo has a variety of Indonesian flavors. Samindo will be sold in frozen and ready to eat. For ready to eat Samindo products, they are only available at the Samindo offline store at the Sinpansa Gading Serpong Market. Frozen Samindo products can be sent out of town. Frozen Samindo products can last for 3 months in a frozen state

1.2.1 Vision

To be the best samosa company in Indonesia with several flavors that are delicious and of high quality.

1.2.2 Mission

1. Develop new products and new variants of flavor.
2. Gain customer satisfaction by providing the best products.
3. Use the best ingredients to make the products.

1.2.3 Business Legalities

Samindo will be formed and started in the form of Small and Medium Enterprise (SME). The owner of Samindo is only one person and then a few employees will assist for the operation. Samindo will be developed by the owner into a bigger company so that it can expand the scope for savory snacks. Samindo will provide good quality snacks by registering Samindo at BPOM and using a halal label that will give customers confidence in Samindo products.

1.2.4 Business Location

Samindo will be produced and distributed from Gading Serpong, Curug Sangereng, Tangerang.

1.2.5 Organizational Structure

The organizational structure for Samindo will start with a few people and hope to expand work soon. Gabriella Chandra will be the owner and the company will hire one employee who will be placed in the production department and one in the marketing department. The search for employees aims to ensure that the Samindo company can run well and always be maintained.

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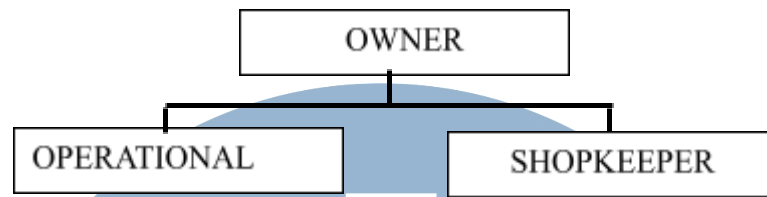


Chart 1.1 Samindo Organizational Structure

1.2.6 Job Description

a. Owner Job Description

1. Take all company responsibility
2. Manage human resource management
3. Balancing budget and profit
4. Set company working hours
5. Responsible for making company policies
6. Designing company promotion
7. Responsible for the whole production site
8. Ensure that everything is under control
9. Conducting job skills training for workers

10. Ensure good food quality

b. Production Operational Job Description

1. Doing the production process well
2. Ensure good quality of production materials
3. Responsible for making what is ordered
4. Be responsible for cooking properly
5. Responsible for the cleanliness of the kitchen
6. Responsible for all kitchen utensils
7. Responsible for producing Samindo according to Recipe Standard

c. Marketing Operational Job Description

1. Ensure that the products sold are good
2. Keeping the outlet clean
3. Responsible for selling products according to the target
4. Handling all stock in the outlet

1.3. Product and Services

Samindo is made for everyone who loves snacks. Samindo is a new innovative product of samosas filled with Indonesian specialties, namely beef rendang, chicken rica rica and also corned beef. Samindo is wrapped in special samosa skin filled with savory, spicy, and rich Indonesian spices. Samindo can be consumed with family or with friends. Samindo will be sold in frozen and ready to eat. For ready to eat Samindo products, they are only available at the Samindo offline store at the Sinpansa Gading Serpong Market. Frozen Samindo products can be sent out of town.



Figure 1.2 Samindo Product



Figure 1.3 Samindo's Booth