

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

The growth of the food and beverage industry continues to grow over time. It was recorded that in the third quarter of 2022 the growth of the food and beverage industry reached 3.57%. This figure is higher than the previous year, which was 3.49%. Even though it was affected by the Covid-19 pandemic, the food and beverage industry was still able to survive. The food and beverage industry is one of the sectors capable of boosting the country's economy. In 2022, the food and beverage industry will contribute 37.77 percent of the non-oil and gas industry's Gross Domestic Product (GDP) or 6.55 percent of national GDP. This can provide a great opportunity for entrepreneurs who will be engaged in this industry. Innovations that will continue to emerge. According to Annur (2022) recorded drink sales in 2020 achieve USD 7,48 Million or around Rp. 111 trillion in Rupiah. The data can show the business in the beverage has a big opportunity, especially DriBo. DriBo is a unique drink that is rare and hard to find especially in Indonesia. That can become a big opportunity for DriBo because DriBo is innovative in the beverage.

DriBo is one example of innovation in the beverage. DriBo is a beverage that is inspired by a bath bomb that is used for bathing. DriBo stands for "Drinking Bomb". It called a "drinking bomb" Because Dribo has a unique shape that is a ball shaped like a bomb, the inside of DriBo contains any kind of flavor. DriBo is different from beverages that already exist. DriBo not only provides a unique shape or delicious flavor but DriBo provides a unique experience while drinking DriBo. Customer experience has an important role in the business. The result of research done by American Express recorded 86% of customers willing to pay more for an experience (Jho, 2022). The data shows that the experience gained by customers can affect the purchasing power of customers where they are willing to spend more money to get something interesting.

Currently, the taste of food or beverage does not become the main focus. Now when people want to consume food or beverage they will see their appearance, taste, and also experience. Customer experience is an important thing in the business. The good experience that the company gives to the customers can create loyal customers. There are several things that matter a lot in business besides price is customer loyalty, relationship and attraction (Alexandra, Putra, & Christie, 2017). Currently, several restaurants give experience to their customers, for example, one of the restaurants at Grand Hyatt Jakarta. They use 3D digital mapping technology to bring customers a multi-sensory dining experience. DriBo wants giving an unique experience to the customer which they don't get from other brands.

1.2. Company Description



Figure 1. 1 Brand Logo

The DriBo logo consists of four elements which are the DriBo brand name, the shape of DriBo, the circle, and the stands for DriBo. Every element in the logo of DriBo has a function and meaning.



DriBo brand name in the logo aims to the customer can easily recognize the brand by just looking at the logo.



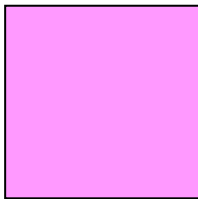
The shape of DriBo in the logo which is located on the last letter of DriBo's name aims to describe the product form of DriBo. The customer also can recognize the product of DriBo.



The Circle in the logo has a meaning between DriBo and its customers which has a good relationship that never-ending like a circle that hasn't point.

DRINKING BOMB

Stands for DriBo aims for customers to know the abbreviation of DriBo.



Pink color on the shape of DriBo in the logo can giving happiness. it's mean DriBo can give happiness to the customer when consuming DriBo.

1.2.1. Vision

“Become a large company that has high competitiveness”.

1.2.2. Mission

- Always develop new innovation of DriBo product that according to customer needs and wants.
- Provide best service for customers.
- Creating interesting content for attract the customer.

1.2.3. Nature of Business

DriBo is a business that operates as a sole proprietorship. A sole proprietorship is a business in which all the business capital comes from or is owned by one person. According to Law No. 11 (2020) regarding job creation, it is stated that a sole proprietorship is an individual legal entity established by one person and meets the criteria for micro and small businesses. It is hoped that DriBo's business will continue to grow and bring up various new innovations to meet needs and wants. DriBo hopes to open several branches spread across various regions in Indonesia. DriBo also hopes to collaborate with big and well-known brands.

1.2.3. Address of the Business

DriBo

Summarecon Mall (Lt.2), Gading Serpong, Tangerang, Banten

Instagram: @dri.bo_

1.3 Product and Service

DriBo is a beverage that has several flavors such as lemonade, mango, and strawberry. DriBo is a unique beverage because DriBo has the unique shape is a ball and the inside has a flavor powder. How to serve DriBo is also unique when want to consume DriBo people have to pour hot or warm water until the cover is melted. After the cover is melted can add water, an ice cube and also can mix them with other ingredients. DriBo is not only giving good taste but also the experience to the customer. DriBo has an offline and online store. For the online store, DriBo will do corporate with E-commerce and delivery services. These can make customers of DriBo can easily enjoy DriBo.