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CHAPTER I

COMPANY OVERVIEW

A. Industry Analysis

In an increasingly modern era, the food & beverage industry also develops in various business and items sold following the changing food trends. In Indonesia, the development of the food & beverage industry has begun to enter the 4.0 era. 2 things become references in the development of the food & beverage industry in Indonesia, namely, the number of Indonesians who continue to grow and the consumptive nature of the population, supporting the food & beverage business in Indonesia.

On the internal side, some factors support the development of the food & beverage industry, namely increasingly advanced technology, such as Artificial Intelligent (AI) technology, Internet of Things (IoT), Big Botics and 3D printing applications. In the era of 4.0, there are many ways to market products for sale, for example, online sales in applications or e-commerce and using cloud-based cashier applications to reach and provide satisfaction to all customers. In Indonesia, there are many food & beverage industries, for example, the noodle industry, the development of the noodle industry which was originally brought by ethnic Chinese which has become popular with the times, many business entrepreneurs with the theme of noodles which have grown have become references for noodle entrepreneurs who want to pioneer from below.

For the small noodle industry or it can be said that home business is still developing. For example, in the Ciledug area, many street vendors are still struggling to grow their business by competing with other traders, either similar or in the form of other food or drinks. Many competing traders who have mutual selling points such as comfortable outlets, good service, affordable prices too good quality products make each other try their best to show who is the best.

B. Company Description



Picture 1.1 Bakmie Ayam Joe Logo

Bakmie Ayam Joe is a food business company that is engaged in the food and beverage Industry. This company is provide a homecooked fresh noodles dishes with a high quality standard. There are several types of noodle dishes offered by Bakmie Ayam Joe, including the original chicken bakmie, chicken bakmie with dumpling, and also chicken bakmie with meatballs.

1. Logo

The name of "Joe" used in Bakmie Ayam Joe is the author's father's initials (Joesak). The reason why the writer choose this name as the company brand is because it is easy to pronounce and to be remembered by the customers. For the logo, the half-shape circle with red color on the logo is symbolize the sun which represent a spirit of a new morning. The bowl and chopsticks symbol symbolize the noodle products that are served to customers. The main meaning of the logo it self is to provide the best serving products for customers who aim to enjoy a new day with a bowl of chicken noodles.

2. Vision & Mission

a. Vision

Established a famous authentic Indonesian noodle shop that offers a high quality and fresh noodles dishes that rich in flavor.

b. Mission

- 1) Dedicate to provide a fresh and high-quality noodles to the customers.
- 2) Serve an authentic taste of chicken noodles that brings a satisfaction

to every consumer.

- 3) Keep innovate and develop the recipe and menu of the products.
- 4) Provide a products at affordable prices but with excellent quality and taste.

3. Business Legalities

It is really important for a businesses to have a business legalities. Bakmi Ayam Joe is included in a Sole Proprietorship Business. This is because this brand is only owned and run by one person or single ownership. So, there is no profit sharing process.

4. Address

Bakmi Ayam Joe is actually selling the products by online. For the cooking process, the kitchen of the company is located in Tangerang area. More precisely in Ciledug Indah Housing Complex 2 Blok DB 10 A, Jalan Cenrawasih 1 no 11.

5. Development Timeline

For this business, there are several process must be done by the writer. Start from finding the business idea, product research, company detail, product selection, target research, selecting a market segment, product making test, finding suppliers, design & packaging, determining cost, Lunch the company (online), and Selling Product (online). Here is the development timeline of Bakmi Ayam Joe.

Table 1.1 Bakmi Ayam Joe's Development Timeline

Activities	Aug				Sep				Oct				Nov				Dec				Jan			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Business Idea	■	■	■	■																				
Product Research	■	■	■	■																				
Company Details	■	■	■	■																				
Product Selection	■	■	■	■																				
Target Research	■	■	■	■																				
Select target Segmentation					■	■																		
Product making test									■	■	■													

chicken bakmie with dumpling is around Rp25,000.



Picture 1.3 Chicken Bakmie with Dumplings

3. Chicken Bakmie with Dumpling

The Chicken Bakmie with Dumpling is consist of a rich seasoned chewy noodle dish that served with minced chicken topping, blanched chaisim, sliced scallion, meatball, and chicken stock as the soup. For the price of one portion chicken bakmie with meatball is around Rp25,000.



Picture 1.4 Chicken Bakmie with Meatball

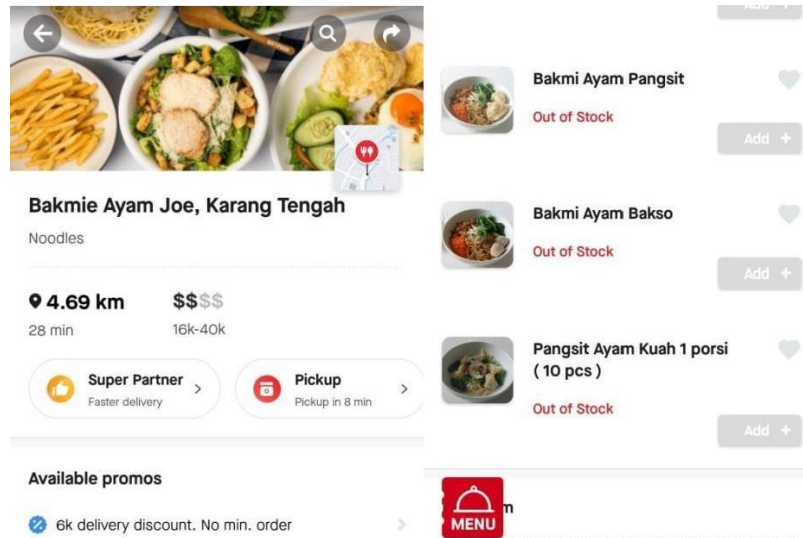
For the packaging, Chicken joe noodle packaging uses a plastic box with a Bakmi Ayam Joe logo on top of the box cover.



Picture 1.5 Bakmi Ayam Joe Packaging

The purpose of the packaging using the plastic boxes, among the others packaging is to keep the temperature warm and also give an attractive impression to

customers. For the services, Bakmi Ayam Joe sell the products by online through social media platform such as Instagram and Whatsapp. Not only that, Bakmi Ayam Joe also collaborate with Gojek through a Gojek multifunction application, namely Go-Food, where the customers can easily order all the menus provided by Bakmie Ayam Joe.



Picture 1.6 Bakmie Ayam Joe in Go-Food Illustration

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