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CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

During the Covid-19 pandemic in Indonesia that emerged in 2020, all business and industrial sectors experienced a downturn, including the Food and Beverage sector. This statement was supported by Adhi S. Lukman, General Chairperson of GAPPMI Association of Indonesian Food and Beverage Entrepreneurs, (Santia, 2020). Although Indonesia is dealing with a pandemic, public demand for food and beverage goods is still high, and it is expected to become the cornerstone industry in 2021, supporting manufacturing growth and the national economy (Siregar, 2021). This is supported by the food and beverage industry, which contributes the most to national GDP at 7.02 percent. According to the same article, this industry offers the greatest export value in the manufacturing group, reaching US\$ 27.59 billion in January-November 2020.

On the other hand, the pandemic has also changed people's lifestyles, ranging from activities at home, online learning, WFH (Work From Home) activities, ordering food or goods online, delivering orders or take away, and prioritizing health such as diligently exercising, take vitamins, and wear a mask when leaving the house. This change has become the latest consumer trend due to the pandemic (Lawi, 2020). Following the lifestyle patterns of today's population, who are all online and do everything at home, marketplace applications and online food delivery platforms such as Gofood, Grab food, Lazada, Tokopedia, Blibli.com, and Shopee are becoming increasingly popular among Indonesians. The more the demand, the more the Grab platform performed a survey titled "F&B trends in Indonesia 2020/2021." According to the survey results, virtually every day consumers order different sorts of cuisine, such as fried noodles, meatballs, pizza, and the most popular snack, martabak. Indonesia contributed Rp 47.5 trillion in food delivery expenses as a result of a large number of food orders. Indonesians are known for their voracious appetites for food and snacks. Even though it is past midnight, Indonesians would continue to eat snacks and sweets after dinner. French

fries, beef burgers, popcorn chicken, and ice cream for dessert are popular late-night snacks (Amadea, 2021).

Ice cream is a popular treat around the world, Indonesia is no exception to this trend (Komarudin, 2019). Ice cream is a popular dessert in Indonesia and can be served with cakes, bread, brownies, cones, or waffles. Now that the public's appetite for ice cream is growing, ice cream product creation is more in demand, beginning with the taste, color, and toppings used, as well as appealing packaging that entices people to try it (Dahuri, 2019). Ice cream companies have begun to innovate their products, however, homemade ice cream products are starting to appear outside of ice cream factory products. The homemade ice cream business, on the other hand, has developed and continued to this day, with stores like "Oen" in Malang, which has a branch in Semarang, Ragusa Es Italia in Central Jakarta (Fimela, 2017). According to the industry analysis above, the writer proposes to have an ice cream cake business. Birthdays and other special occasions are common occasions for ordering ice cream cakes. The writers, create ice cream cakes in cups that can be eaten at any time, not just for special occasions.

1.2. Company Description

Iceaholic is a new dessert business to launch in 2021 by Delia Margarettha from Universitas Multimedia Nusantara majoring in Hotel Operations. The business legalitie of Iceaholic is a sole proprietorship, so the owner oversees everything from raw materials to final goods.

Iceaholic sells layered ice cream cakes in cups. Iceaholic consists of 3 layers of ice cream cake, with various toppings on top. Iceaholic is located in Teraskota Mall BSD. Iceaholic is suitable for ice cream lovers, people who like to try the latest food and beverage trends, students, children, teenagers, and adults around the age of 35-65 years.

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Figures 1.1 Iceaholic Logos

Iceaholic is taken from the words in English, namely "*Ice*", "*holic*", meaning addicted to or enamored with something. The word "*ice*", refers to ice cream. So, Iceaholic means the sensation of being addicted when you eat ice cream and it feels like wanting more of the ice cream.

Meaning of the Logo :

1. Backgrounds: Pastel rainbow colors and stars sparkles like in the galaxy; it is meant for giving happiness when eating it.
2. Font: Using this typeface because it describes a product that is made with tenderness and full of love. Black and white font color to clarify the product name to customers.
3. Rainbow: Describing an ice cream cake in layers like a rainbow.
4. Icon 5 Flavor Variants: Gives an idea that Iceaholic has five basic unique flavors to try.
5. Liquid marble purple-blue colors: Describes the Iceaholic products have a unique blend of flavors and toppings.

Vision :

Creating ice cream cake products which are loved and preferred by many people.

Mission :

1. Create ice cream products that have good taste and using high quality ingredients.
2. Sustainably doing research and developing new unique and distinctive taste and texture of ice cream cake products.
3. Prioritizing service quality to customers.

1.3.Product and Services

Iceaholic is a layered ice cream cake, served in cups with toppings on top. There are five basic flavors which are created for the first sales, namely:

Table 1.1 Iceaholic Menu

Menu	Descriptions
Chocochino Oreo	It is an ice cream with taste of cappucino, added with oreo crumbs with Chocochips as a topping
Rainbow Lime	It is an ice cream with taste of butterfly pea and lime juice, added with rainbow chips as a topping
Red Matcha	It is an ice cream with taste of matcha latte, added with red velvet crumbs as a topping
Yellow Tea	It is an ice cream with taste of honey milk tea, added with yellow succade as a topping
Almond Peach	It is an ice cream with taste of peach, added with crushed roasted almond as a topping



Figure 1.2 Product Visual

Iceaholic is a homemade product, but using standard recipe and standard portioning, the brand will always maintain the same taste and texture every time with guaranteed product quality. Iceaholic packaging is a non-disposable container, so it can be washed and reused by the customers to store spices, sauces, and more. This also one of the efforts of the brand to support going green by invited the customers to reuse the packaging to reduce waste.



Figure 1.3 Packaging

For service, Iceaholic can be ordered via Whatsapp and online platforms, such as Tokopedia, Shopee, and Instagram. At the moment, Iceaholic is only available to be ordered around BSD, Serpong, and Pamulang areas. Each order will be packed with icepacks to keep the ice cream cake frozen during delivery process.

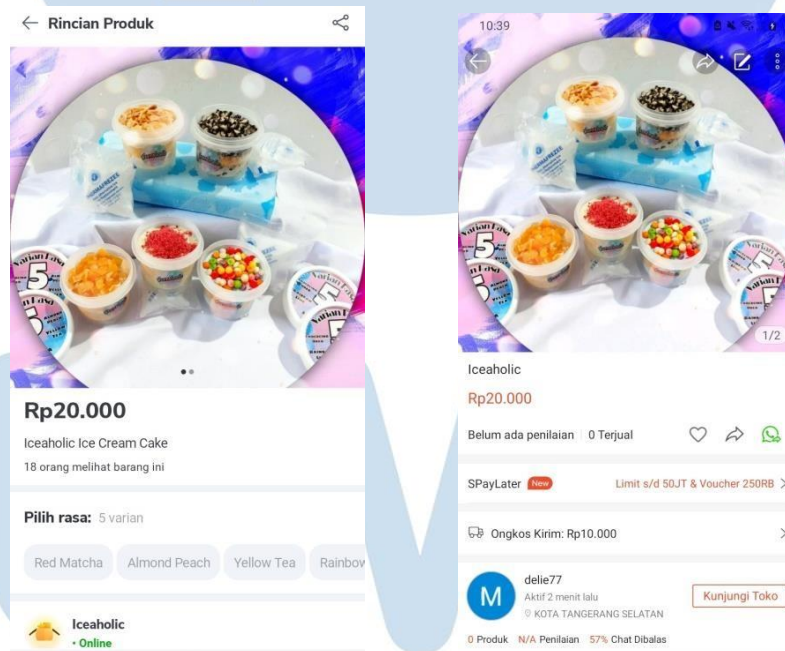


Figure 1.4 Online Shops

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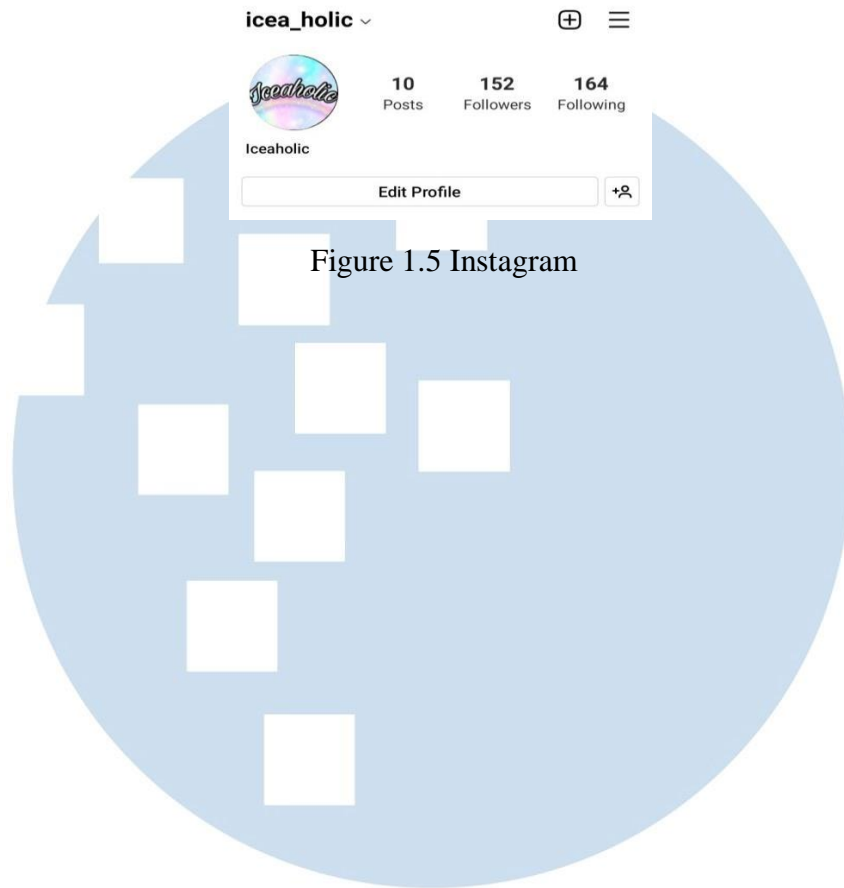


Figure 1.5 Instagram

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