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CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

The food and Beverage industry has increased because Indonesia has a very large market that open business opportunities, however during the pandemic of COVID-19 has been affecting the economy of the food industry. The government has given orders for large scale social restrictions to reduce the spread of the virus which now the industry has to provide to sell their products online since the markets have restrictions to serve takeaways and have prohibited dine-in activities (Zahra, 2021).

During the pandemic, Internet users are growing rapidly and can seize the opportunity to expand the online business and reach a wider market especially in food and beverage which increases profit and competitiveness. Based on Informa Market data as one of the dominant industries in Indonesia, the revenue from Food & Beverage is projected to reach \$2,884 US dollars in 2021 (Mediaindonesia, 2021).

Indonesia has a wealth of traditional foods that are diverse from their respective regions, amid technological developments and modern lifestyle, many business people are making traditional food innovations that have the potential to become one of the business opportunities that can earn big profits (BisnisUKM, 2019). Businesses with traditional food sell have good prospects in the future since it's never lacked consumers and has high demand of consumers that became those who sell traditional food became promising for food business companies (Maksindo, n.d.)

According to Yola (2020), The pandemic of COVID-19 Dessert box has become a popular business in the food industry that went viral in social media and many businesses of the food industry has sell variants of dessert box which is a dessert that been packaged in a plastic box which is practical and convenient for customers to order and in the sales and delivery system because the box container can be easily transported without worrying about being damaged.

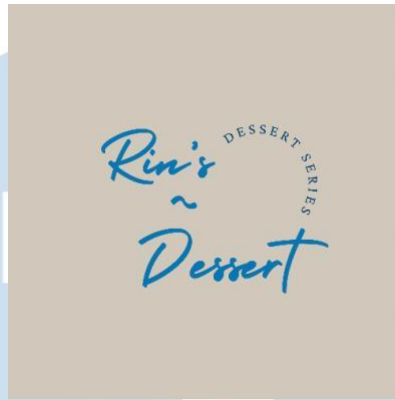
Dessert box has become consumers favorite in 2017 and the sales trend still increased ever since, which means dessert box is a long-term growth since many businesses have always added new variants. Business opportunities often use online services.

Dessert box is an ordinary dessert preparation that usually combines cake, cream, biscuits and pudding which is served in a clear box which make it easier for people to consume and can be easily carry everywhere. The reasons why dessert box often uses clear box is to make the layering of the dessert to be seen by the people who bought it (PergiKuliner, 2020).

The selling of dessert box have advantage to make people boost up mood since it happen to a lot of people, dessert box has became top discussed on social media and many business sellers of the dessert box have opened branches in other cities (Erika, 2021). The advantage that can be obtained from the dessert box business is that will have many loyal dessert lovers that will be able to try innovations especially the target market for this business has increased rapidly have many online selling stalls such as GoFood, GrabFood, and e-commerce such as Shopee and Tokopedia. Which are now widely used for online business sales in food and beverage, have long durability if the product is stored properly because it will last around 2-3 days which therefore the losses from damaged products are small (Hadijah, 2020).

The reasons why people love dessert box is because of the trend that have been consumed and promoted by so many people including influencer, mostly came with a cheap price that are affordable but still have a unique taste, the portion size are usually can be consumed by two people with the price that are affordable, and have many variations of flavors which can make people continue to buy the products (Tresna, 2020).

1.2. Company Description



Picture 1.1 Company Logo

Rin's Dessert is a home industry product located in Perumahan Foresta Cluster Fiore BSD, Tangerang Selatan. This company will focus on making innovations from traditional desserts that could be able to attract customers and introduce them to the dessert that hasn't been widely known.

This company will be starting with 2 different products which are Cake Dessert box and Pancake Dessert box that will innovate from one traditional dessert which is Pisang Epe from Makassar, South Sulawesi, and hopefully could be able to introduce more to the customer. This business was created in September 2021 by Karin Alyssa Sascha student from Universitas Multimedia Nusantara.

The name Rin's Dessert came from the writer's first name and wants to be able to focus on introducing the traditional dessert that the writer's enjoy and be able to make it unique and enjoyed by the people who make innovations from the dessert. The writer's hoping to be able to make more innovations from traditional desserts in the future.

Rin's Dessert will be formed as CV (Commanditaire Vennotschap) which is a limited partnership that established because there is a collaboration between two or more people consist the person who responsible in the business are also responsible for managing the company. Since it is a small business with only consist of the owner and three people as a staff, and it will be produced at the owner's house. The owner hopes to be able to expand the business in the near

future to be able to open a store and to expand the online shop outside Tangerang Selatan.

1. Vision

“ To become a brand that represent traditional dessert in a new innovation that can be able to fulfill customer satisfaction.”

2. Mission

1. Provides the best dessert with good quality and best taste.
2. Continue making innovations from more traditional desserts.
3. Active in introducing the brand on social media.

1.3. Product and Services

Pisang Epe is a traditional dessert from South Sulawesi that mostly can be found at Pantai Losari, Makassar because there are so many people who sell pisang epe at the losari beach, this dessert is a grilled banana that is clamped to become flat and served with special brown sugar sauce. The innovation that Rin's Dessert offers is by making Dessert Cake Box and Pancake Box.

The cake dessert box consists of vanilla cake, top with the Pisang epe and special brown sugar variants sauce, there are 3 different variants of sauce which are Original Brown Sugar, Cheese Brown Sugar, and Durian Brown Sugar. The pancake box consists of souffle pancake that it is also served with the same variants of brown sugar sauce and top with pisang epe. Rin's Dessert will sell the product online through social media such as Instagram and register through an app such as GrabFood, GoFood, and Shopee Food to make the ordering and delivery easy for both sellers and customers.

1. Pisang Epe Cake Dessert Box (Original Brown Sugar)

The product consist of Vanilla cake top with brown sugar custard and layered again with the vanilla cake and the brown sugar custard with pisang epe cut into cubes in the middle, finished with whipping cream on top and poured with brown sugar sauce and one pisang epe.

2. Pisang Epe Cake Dessert Box (Cheese Brown Sugar)

The product consist of Vanilla cake top with cheese brown sugar custard and layered again with the vanilla cake and the brown sugar custard with pisang epe cut into cubes in the middle, finished with whipping cream on top and poured with brown sugar sauce, one pisang epe covered with shredded Cheese

3. Pisang Epe Cake Dessert Box (Durian Brown Sugar)

The product consist of Vanilla cake top with durian brown sugar custard and layered again with the vanilla cake and the brown sugar custard with pisang epe cut into cubes in the middle, finished with whipping cream on top and poured with brown sugar sauce and the pisang epe.

4. Pisang Epe Pancake Dessert Box (Original Brown Sugar)

The product consist of one souffle pancake top with brown sugar sauce that is consist of whipping cream mixed with brown sugar sauce, and finished with pisang epe that is cut into cubes on top.

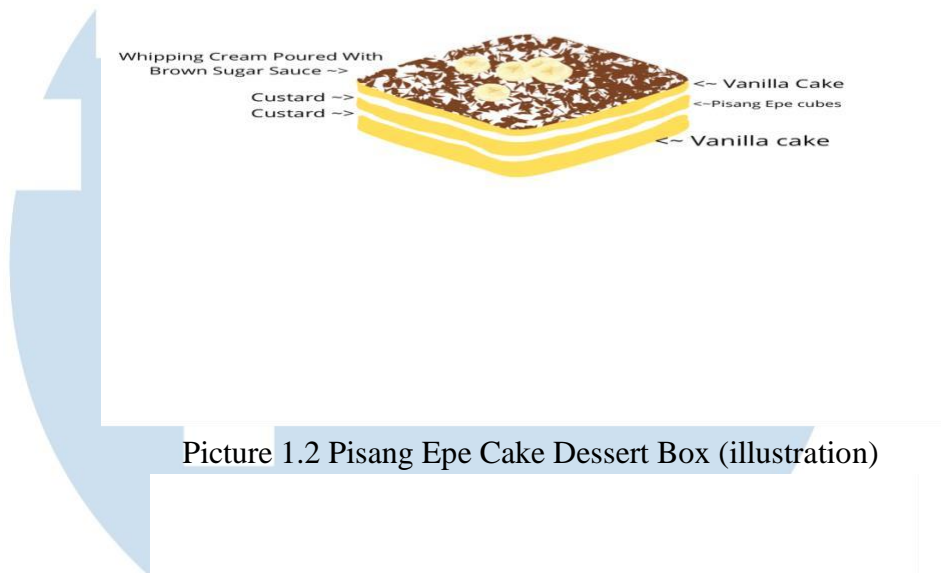
5. Pisang Epe Pancake Dessert Box (Cheese Brown Sugar)

The product consist of one souffle pancake top with cheese brown sugar sauce that is consist of whipping cream mixed with cheese brown sugar sauce, and finished with pisang epe that is cut into cubes on top and shredded cheese.

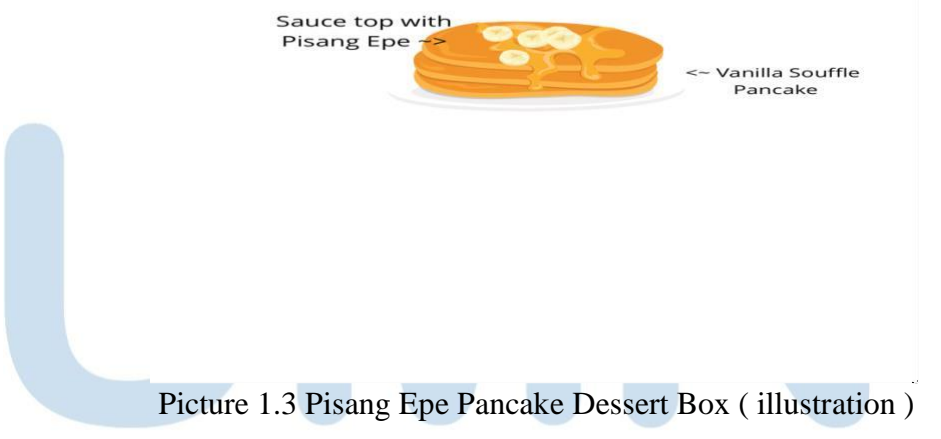
6. Pisang Epe Pancake Dessert Box (Durian Brown Sugar)

The product consist of one souffle pancake top with durian brown sugar sauce that is consist of whipping cream mixed with brown sugar sauce with durian flavour, and finished with pisang epe that is cut into cubes on top.

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A



Picture 1.2 Pisang Epe Cake Dessert Box (illustration)



Picture 1.3 Pisang Epe Pancake Dessert Box (illustration)

U N I V E R S I T A S
M U L T I M E D I A
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