

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Indonesia is the fourth most populous country in the world with a total of 279,476,346 populations based on 2023 government data. Being the fourth most populous country also means that there is a lot of crucial demand to fulfill. It is not even a surprise anymore that the F&B industry plays an important role in the country. With a large population, there is a large opportunity for the F&B industry sector to grow and expand more since one of human basic needs are food. The F&B industry is also one of eight industries that still can have a positive growth in 2020 (Badan Pusat Statistik Indonesia, 2022)

Daily life has become more challenging since the COVID-19 pandemic struck the planet, particularly for those who reside in a lockdown area (Abidin, 2021). Same goes with the F&B industry in Indonesia that saw a 32% fall in daily earnings per outlet in West Jakarta as the biggest daily earnings decline (Adi, 2020). But after a few months, the government allowed consumers to dine in at restaurants and their number of visits increased by 35% and 54% in July and August respectively which made the food and beverage industry become the fastest growing industry during the pandemic (Julianita, 2021). Director General of Argo Industry at the Ministry of Industry, Putu Juli Ardika mentioned that in the second quarter of 2022, the F&B industry successfully grew 3.68%, attracted an investment worth Rp21.9 trillion and absorbed up to 1.1 million workers. Looking at the positive growth of the F&B industry, Ardika is sure that the industry can grow 7% until the end of 2022. Supply of food are needed to fulfill the daily needs of people and agriculture has become a significant sector to survive the pandemic (Nicola *et al.*, 2020). Those results have proven that the F&B industry is increasing post-pandemic, which means growth of entrepreneurship.

Hospitality and Tourism programs in universities include practical, soft skills and business knowledge, it is an important factor of skills that students need to work

in the hospitality industry (Alexandra & Choirisa, 2021). Learning entrepreneurship will not only help the government's economy but also creating job opportunities for those needed. Food Industry is one of the fastest-growing business and has lots of potential to develop (Vijati, 2022). Although Indonesia has a lot of local cuisine to choose from, there are also lots of international cuisines that have managed to attract the taste buds of the locals. It is known that Japanese cuisine has traveled and merged with many other cuisines over the past few decades, including French, Chinese, and countless others (Neubauer, 2020). Japanese food has sparked original and inventive local variants, with varied degrees of success, in Southeast Asia. Japanese cuisine is popular and has taken a lot of forms in Indonesia, said Kevindra Prianto Soemantri, narrator of Indonesian episode "Street Food" on Netflix and one of Indonesia restaurant top critics. He believed that after Indonesian-Chinese food, Japanese food ranks as Indonesia's second favorite cuisine.

Both countries even have some similarities between their dishes. Mochi is a kind of elastic and sticky food made from glutinous rice flour or other starches. It is from Japan and it is very popular in East Asia (Mahayani, 2023). Traditionally in Japan it is filled with sweet red bean paste meanwhile in Indonesia their mochi is filled with ground nut and known as Mochi Sukabumi (Fatimah, 2022).

Since mochi is like a blank canvas that can be drawn with any creativity on hand, this also means that mochi can be easily innovated. Different types of textures, flavors and colors can be put into mochi and the possibilities are endless. That is why mochi has a great opportunity as a dessert to grow.

1.2 Company Description



Figure 1. 1 Mochimaru logo
(Source: Writer's data)

Mochimaru is a home-based micro business that focuses on creating new flavors and innovations to the traditional Japanese dessert, mochi. Mochimaru uses handpicked ingredients that ensure the taste and freshness of the mochi. Mochimaru has a tagline “Delicacy Beyond Happiness” which aims to bring happiness to consumers with our product. With no preservatives, Mochimaru hopes that everyone can enjoy the delicious homemade mochi.

Over the years, there have been a lot of different versions of Japanese mochi. The changes are usually around the flavor, texture, etc. The original Japanese mochi filling is *anko* or also known as sweet red bean paste which has a smooth texture that melts in your mouth. Mochimaru takes the inspiration from the traditional mochi and innovates it into something new, but still maintaining the traditional mochi texture. Mochi is not just a sweet dessert, it is a part of Japanese culture and it's packed with health benefits. Mochimaru wants to share that mochi is full of health benefits and that is why all flavors in Mochimaru try to be as healthy as possible.

The brand name “Mochimaru” means plump mochi in Japanese, because ‘maru’ in Japanese means plump or round. The iconic shape of mochi is what makes them iconic. The writer wants Mochimaru to be a snack that would be suitable for everyone, regardless of age with high quality ingredients and taste. Due to the limited resources that Mochimaru has, Mochimaru will expand the brand by opening pop-up stores at bazaars or events and selling through /café/canteen near the owner's house to increase brand exposure. But, Mochimaru is always available for order through social media or online platforms at any time. This way, Mochimaru will be able to promote the products to various customer targets and expand the brand first by doing a pop-up store and selling through school canteen near the owner's house to increase brand exposure. Later, Mochimaru will proceed to open a permanent store.

Knowing that there is not a lot of competitors of Japanese mochi sellers in Gading Serpong and Jakarta area, this creates an opportunity for Mochimaru to grow and a risk of not having the customer demands. But Mochimaru will build the brand name first so that customers are aware of it and hopefully it will become a

sustainable business while also maintaining product quality, customer service, marketing and overall brand itself.

1. Vision:

To always innovate in product quality and be a place to bind people together regardless of age with joy.

2. Mission:

- a. Provide customer with the best product quality and customer service.
- b. Improve brand quality and customer service by accepting customer feedbacks.
- c. Continue to innovate on products and create other products related to mochi.
- d. Have a good brand image reputation and collab with other brands to increase brand image.
- e. Open a permanent stall that is a wider expand from Mochimaru home-production in 3 years.

3. Nature of Business

Mochimaru is a home-production business that is run by the owner itself. Mochimaru will open a pop-up store at food bazaars or events to boost up the brand itself and sell in nearby school canteen. Mochimaru will only have one operational part-timer since the owner will also be helping with the operational. After the brand is well established, it is hoped that Mochimaru will be able to open a permanent small stall or cafe. As Mochimaru grew bigger, the owner wishes to be able to work with another brand to build and create collaboration products. The owner does want to grow this business into a larger location. As a result, the owner would be happy to take capital, ideas, and partnerships from potential investors.

4. Address of the Business

Since Mochimaru is a home-production business, the permanent store location for now is in the owner's residence which is located at Gading Serpong, Tangerang. Mochimaru will focus on social media and e-commerce as a platform for promotion and marketing. But beside the owner's residence, Mochimaru will open a pop-up store in Jakarta and Gading Serpong area, which is a great location to grow a business. Jakarta and Gading Serpong are also packed with Gen Z and Millennials which is the primary market audience of Mochimaru. With a well-developed location, it is hoped that Mochimaru can grow in other cities as well.

5. Organizational chart

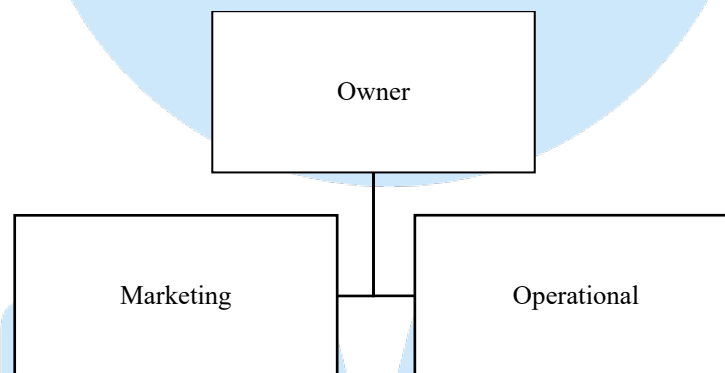


Figure 1. 2 Mochimaru organizational chart
(Source: Writer's data)

Mochimaru will hire one marketing staff and operational staff are hired only when needed which counts as a part-timer. Although, if the business grows well in one year, the owner will hire a permanent operational staff. That way, the owner can focus on growing the products and business.

Job Description

Owner:

1. Hiring marketing and operational staff
2. Do training for the staffs
3. Ensure all ingredients are up to the standard

4. Make sure hygiene protocols are followed
5. Quality control all the products
6. Manage the financials of the business
7. Ensure that the daily operational are running well and goals are achieved
8. Assist in marketing along with marketing team

Marketing:

1. Take care of the business's social media
2. Create a marketing plan to boost the brand
3. Find and able to connect with influencers
4. Create a good networking with other brands
5. Create interactive content
6. Handle online order
7. Work together with owner

Operational:

1. Help with the daily operations
2. Able to speak well with customer
3. Have a good customer service
4. Manage the cleanliness of production area
5. Willing to learn new recipes
6. Able to work in a team

1.3 Product and Service

Mochimaru wants to highlight Cold Skin Yakult Mochi as the value proposition. Mochimaru is selling Japanese Mochi with Japanese well-known brand which is Yakult as the filling but still maintaining the traditional mochi textures. Japanese Mochi are well known in their traditional flavors such as *anko* or matcha, but Gen Z and Millenials are Mochimaru's target market and creating something new in the market will catch the attention of Mochimaru's target market. Most of the Japanese Mochi only have sweet flavors. But, Mochimaru wants to create

something sour, refreshing, and sweet at the same time. Those flavor combination will be an added value to Mochimaru. Currently, Mochimaru offer five different mochi variations which are S-Berry Yakult Mochi, Mango Yakult Mochi, Purple Sweet Potato Mochi, Ori Matcha Mochi, and Mochi Dip. Mochimaru will develop the menu and expand the Yakult series as times goes by.

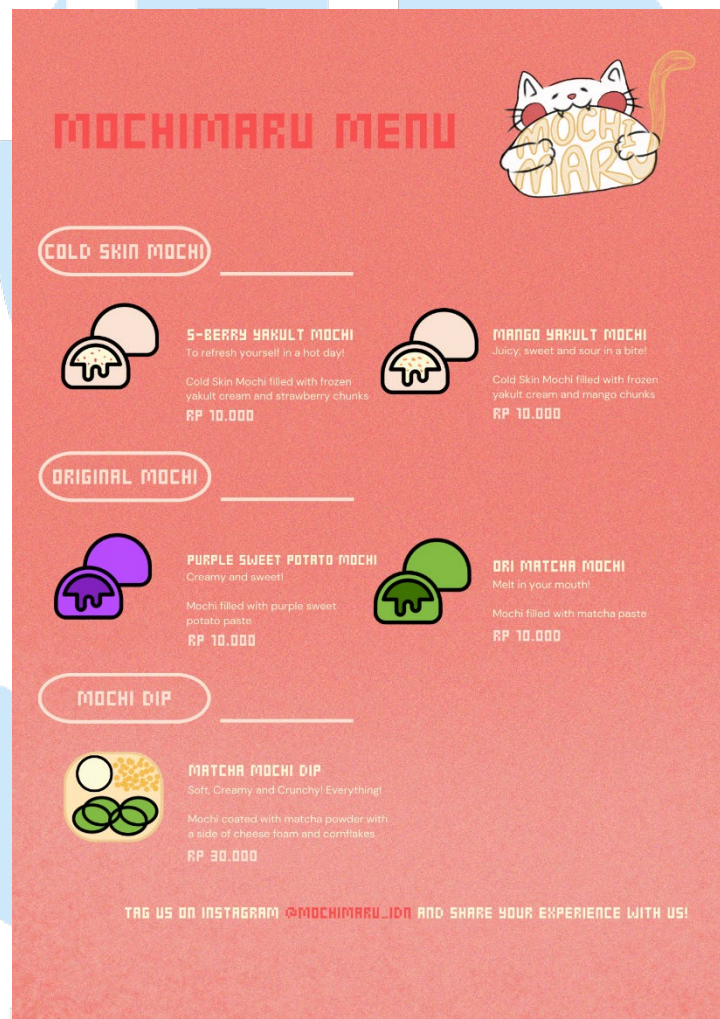


Figure 1. 3 Mochimaru menu
(Source: Writer's data)

Mochimaru's mochi is made with high quality ingredients to maintain the chewy, sweet, and creamy texture of the mochi. Mochimaru has one of the most unique flavors, which is Yakult flavored cold skin mochi with two different fruit fillings to choose from, strawberry and mango. Another unique mochi flavor that is available is Purple Sweet Potato Mochi, it is filled with creamy purple sweet potato

and chewy mochi on the outside. To balance out the new flavors, Mochimaru also offers traditional mochi flavors such as Matcha. Mochimaru also wants to introduce a new way to enjoy mochi, which is Matcha Mochi Dip. It is mochi with two different toppings which are cheese foam and cornflakes. As time goes by, the topping will increase and more variations will be added.



Figure 1. 4 Mochimaru product and packaging
(Source: Writer's data)

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Figure 1. 5 Box of four mochi
(Source: Author's data)

The packaging itself enhance a cute and friendly design that will attract the consumer's eye. The product itself would be sold through pre-orders from social media, selling at school canteen near the owner's house to increase brand exposure and from opening a pop-up booth at an event. Not only being sold per pieces, Mochimaru is also planning to sell in a bigger quantity, such as in a box of four or ten and will be having hampers for special events. suggestions from qualitative and quantitative research, Mochimaru hopes it can reach the desired target market.

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