

# CHAPTER I

## COMPANY OVERVIEW

### 1.1 Industry Analysis

Indonesia is rich in natural resources, there are great opportunities for the food and processed food industry to grow and develop in this country (Achsa et al, 2020). With the variety of natural raw materials available, the food industry has the potential to produce various high quality products that can meet domestic and international market demand. The Ministry of Industry has reported on the performance of the food and beverage industry during the 2015-2019 period, with an average growth rate of 8.16% (Nasution, et al, 2023). According to Nasution et al (2020) in their journal on the food and beverage industry, this sector plays a crucial role in the economy of every country, including Indonesia, and has shown significant growth. Data from the Central Statistics Agency shows a 3.57% increase in the beverage sector during a specific period, with a further increase of 11.79% in 2013. Franky Sibarani, Secretary General of GAPMMI, also reported a 6.7% growth in food and beverage industry exports in the same year. Additionally, exports of soft drinks saw a significant rise from 36 million US dollars in 2012 to 44 million US dollars in 2013. The primary purpose of the food industry is to preserve, distribute, and enhance the value of its products through various means, thereby contributing to their overall quality and appeal to consumers (Pamukti et al, 2021). According to Nafisa (2021), Indonesians have a tendency to enjoy trying new things, particularly when it comes to food. Additionally, Indonesia has gained a reputation as a global culinary paradise. These two factors have become the main driving forces behind the success of the domestic culinary industry. It is no surprise that business owners in the culinary sector are constantly competing to capture promising markets within the country. With the knowledge about the food and beverage industry above, the owner plans to create a food business called PIGBY Pork Noodles.

## 1.2 Company Description



**Figure 1. 1** *PIGBY Pork Noodles Logo*  
(Source: Writer's data)

PIGBY Pork Noodles is a homemade noodle shop from original owner's grandmother's recipe. The name Pigby is a combination of "pig" and "baby", representing the concept of using pork as the main ingredient. With the tagline "Mie Jineng Specialist", this non-halal shop specializes in serving noodles with pork toppings, specifically "Jineng" which is a term in the Salatiga dialect meaning pork oil. Pork oil is also used on the thighs and stomach because it produces juicy and tasty oil. This topping is made by cooking pork and fat in soy sauce, resulting in a flavorful and juicy combination of crunchy and salty textures. PIGBY Pork Noodles caters to noodle lovers who enjoy a variety of noodle types, from yamien, kwetiau and misoa. The Jineng topping is particularly popular among those who enjoy rich and fatty foods, making PIGBY Pork Noodles a top choice for non-halal cuisine enthusiasts. In Indonesia, curly noodles, egg noodles, smooth noodles, kwetiaw, and vermicelli are all popular choices, and the savory and salty flavors of pork noodles are especially loved by the Indonesian Chinese community. PIGBY Bakmi Shop will also incorporate the theme of roadside Chinese and Japanese-style food stalls to enhance the uniqueness and overall experience of enjoying noodles. PIGBY believes that by implementing this strategy, it will be able to effectively compete with other businesses in Pantjoran PIK by showcasing its unique qualities.

### **1.2.1 Vision**

PIGBY Pork Noodles vision is to provide a culinary experience of pork noodles with high-quality authentic dishes as their favorite food and to make people feel the special taste of pork noodles with "Jineng" toppings.

### **1.2.2 Mission**

- a) To become high-quality pork noodles, PIGBY Pork Noodles will pay attention to every manufacturing process, from selecting quality raw materials to professional presentation.
- b) Charter and satisfy customers from products and services as well as promotions.
- c) Collaborate with local and international brands and artists.
- d) Develop into a well-known brand by making new innovations.

### **1.2.3 Nature Of Bussines**

PIGBY Pork Noodles is a small noodle shop that currently has limited human resources and distribution channels in the form of Home Industry. Limited partnerships are liable up to the amount of their investment, making it a suitable option for businesses with more than two partners. With only one owner and a few staff members, a limited partnership is an ideal structure for PIGBY Pork Noodles. The owner's goal is to expand the shop and establish a strong reputation among food enthusiasts, and they even have their own building. As a result, the owner is open to receiving funds, proposals, and partnerships from potential investors interested in supporting PIGBY Pork Noodles growth.

#### 1.2.4 Address of the Business



**Figure 1. 2** Pantjoran PIK  
(Source: Google Image)

In order to attract attention from the media and the general public, PIGBY Pork Noodles strategically chose a location in Pantjoran China Town PIK. This area is known for its diverse selection of Chinese and non-halal cuisine, and the traditional Chinese atmosphere adds to the overall experience. Additionally, the location is conveniently close to popular attractions such as Cove at Batavia, Urban Farm PIK, Central Market Pik, and PIK Avenue. Customers can not only indulge in delicious pork noodles, but also immerse themselves in traditional Chinese culture.

#### 1.3 Product and Service

To address this issue, PIGBY Pork Noodles uses lean cuts of pork and avoids using cooking oil to fry their food. Instead, they use pork fat to produce their own oil, resulting in a richer taste and lower cholesterol compared to regular cooking oil. This concept is unique as noodles can be found in many dishes, such as chicken noodles or pork noodles. However, PIGBY Pork Noodles offers a rare topping with unique spices that set it apart from other dishes. The seasoning has also been adapted to cater to modern tastes, making PIGBY Pork Noodles a suitable option for daily consumption. To prevent monotony, PIGBY Pork Noodles offers a variety of noodle options and other menu items.



**Figure 1. 3 Kwetiau**  
(Source: Writer's data)



**Figure 1. 4 Yamien**  
(Source: Writer's data)



**Figure 1. 5 Misoa**  
(Source: Writer's data)

**PIGBY MENU**

**Jineng 'Noodles**

- Yamien 43k
- Kwetiau 59k
- Misoa 59k

**Fried Dumpling**  
22k

**Beverage**  
10k

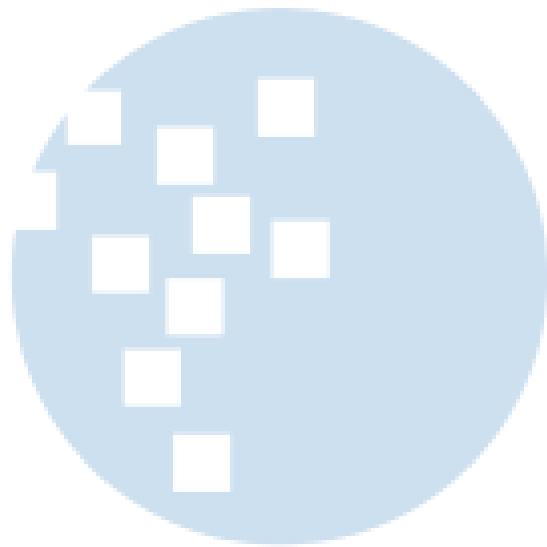
- Wintermelon
- Lo Han Kuo
- Crystanium

pigbyporknoodles@gmail.com @pig.by

Mie Jineng Spesialist  
PIGBY  
Pork Noodles

**Figure 1. 6** *PIGBY Pork Noodles Menu*  
(Source: Writer's data)

Opening in an offline store with a strategic location in the middle of a culinary center, PIGBY Pork Noodles will produce ready stock food and serve large or small orders. PIGBY Pork Noodles utilizes e-commerce platforms such as Shopee, Grab and Gojek for online orders (Gofood).



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