

# CHAPTER I

## COMPANY OVERVIEW

### 1.1 Industry Analysis

Food and Beverages industry is one of the biggest industries that gives a big impact to this world in many aspects. The food and beverage industry in Indonesia is a sector that produced a lot of raw materials and make it into a value added products. The Food and Beverage industry in Indonesia has a big contribution for Indonesian GDP annually for about 20% (Setiawan et al., 2022).

The food and beverage industry has a very strong appeal because the market in Indonesia is very large. This reason opens up very promising food and beverage business opportunities if managed properly.

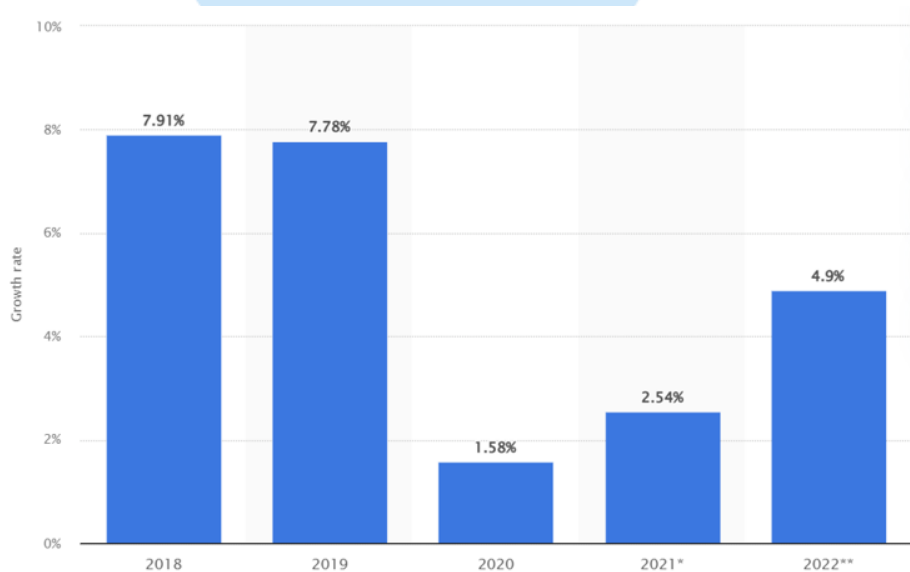


Chart 1.1 Food and Beverages Industry Growth Rate in Indonesia

Source: Statista 2022

Based on these data, it shows the food and beverage industry has had a broad positive impact on the Indonesian economy. The growth of the food and beverage industry until 2022 was recorded at 4.9%, this figure shows

higher growth than the same period last year which only recorded growth of 2.54% (Statista, 2022). Even though it was affected by the Covid-19 pandemic, the food and beverage industry sub-sector was still able to grow and contribute to the growth of the economic industry in Indonesia. In the same period, Indonesian Ministry of Industry, 2022 said that the food and beverage industry contributed 37.82% to the GDP of the non-oil and gas processing industry, making it the sub-sector with the largest contribution to GDP (Statista, 2022).

Related to the food and beverages industry, dessert is becoming one of the trends that is increasing nowadays especially in Indonesia. Dessert nowadays is increasing and it becomes one of the trends that was viral in Indonesia because the income from the young generations is increasing too especially in Jakarta area (Tiofani, 2023). In Jakarta, since that this city was categorized as a business city. It makes a changes to the income for the young generations because the income from the young generations nowadays were higher rather than 10-20 years ago. Related to the increasing of the income from the young generations, it makes the dessert trends are increasing from year to year (Tiofani, 2023).

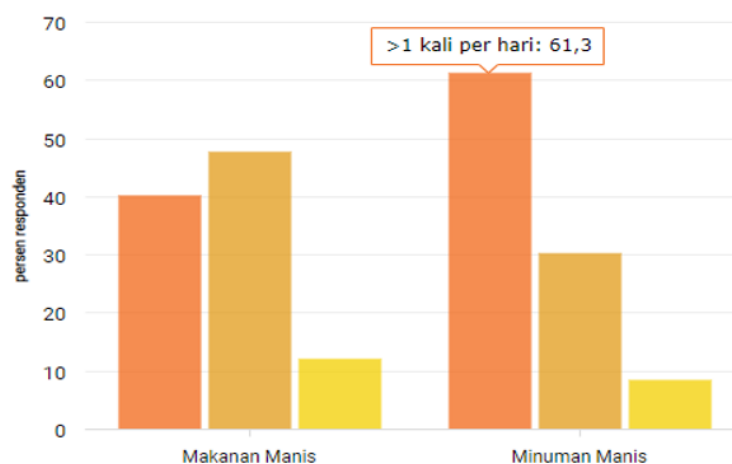


Chart 1.2 Demand for Consumption Dessert in Indonesia

Source: Databoks 2022

Based from the chart above, it shows that Indonesian citizens are having a high demand in consuming dessert. Dessert is having a big role nowadays especially in Indonesia. The majority of Indonesian citizens are seems to like sweet food and beverages that can be said as a dessert (Ahdiat, 2022). Based on the data from Riskesdas (2018) it stated that in 2018 there are 61,3% of the respondents that are consumed sweet drinks more than 1 times in a day. Next, there are 30,2% of the respondents that were consumed the sweet drinks in the range of 1-6 times in a week and the last is there are 8,5% of the respondents that were consumed sweet drinks less than 3 times in a month. Riskesdas (2018) also mentioned that in 2018 there are 40,1% of the respondents that were consumed sweet food more than 1 times in a day, meanwhile there are 47,8% of the respondents that were consumed dessert for about 1-6 times in a week and there are 12% of the respondents that were consumed sweet food less than 3 times in a month.

Food and beverages industry really have a big impact to the world. Not only that, but food and beverage industry has become a highest and the biggest contributor especially into the growth of the industry especially in Indonesia. The food and beverages industry has recorded and given a biggest impact and contribution to the growth of the industry related to the non oil and gas manufacturing because it has recorded with the total of 38,42% and with the positive growth for about 2,95% (Ardika, 2021). The food and beverage industry has brought a big impact for the national economy especially in indonesia. Such as, using the industry downstreaming to increasing the added value, got a revenue from export and investment and a high absorption of the workforces (Ardika, 2021). Food and beverages industry in Indonesia were remained resilient in 2020 and 2021 and the output added value were increased for about 0,8% and 2,5% respectively (Atradius Collections, 2022).



Chart 1.3 Indonesia Food Value Added Output

Source: Atradius Collections 2022

Based from the article, the food and beverages industry has become one of the industry that become as the investment realization that was higher rather than the other sectors and Indonesia also categorized as one of the country that has the largest economies in Asia (Deloitte, 2020). Food and beverages industry is one of the biggest industry in Indonesia. Related to this industry, dessert is becoming the part of it. Many of people are like to consume dessert as their daily intake and opening a business related to the food and beverages industry nowadays are having a big opportunity to be grow.

## 1.2 Company Description



Figure 1.1 Miku Crepes Logo

Source: Author Data

Miku crepes is a home industry owned by Brigita Angelica Cahya that tries to creating, developing, and offered a new innovation of Mille crepes by collaborating the mille crepes cake with an ice cream that is put beside the cake that makes the mille crepes from Miku Crepes have a different taste between the others mille crepes from the other company.

### **1.2.1 Vision**

The vision of Miku Crepes is “Create a high quality food products that will be known and consumed by many people by prioritizing a good taste, a unique visual, and using a high quality and premium ingredients”.

### **1.2.2 Mission**

The mission of Miku Crepes are such as:

1. Satisfy the customers and fulfill the customers needs and wants by providing a good mille crepes products.
2. Able to expand the Miku Crepes products by collaborating the products with the big brands in Indonesia.
3. Always maintaining the quality of the products and always prioritizing the customer satisfaction.

### **1.2.3 Nature of the Business**

Miku Crepes is a small business that still has the limited human resources for the staff. The distribution channel of Miku Crepes is going to be in the form of Sole Proprietorship. In Indonesia, a sole proprietorship is known as Usaha Dagang (UD) and is the simplest form of company. It involves one person who incorporates and runs the business personally, with no legal distinction between the owner and the business entity. Under the Job Creation Law, micro and small businesses can establish a legal entity company called a sole proprietorship, although it's still difficult to

distinguish from establishing a limited liability company based on the Law of the Republic of Indonesia Number 40 of 2007 (kemenkumham, 2021).

Miku Crepes also going to run the business using the Pre-Order System. The requirements that Miku Crepes implied for the Pre-Order system is by asking the customers to fill their identity and also their orders and ask for the full payment first for their orders. If the customers cancelled their order, Miku Crepes will not give any refund for the cancellation.

#### **1.2.4 Address of the Business**

Miku crepes is a small company that would be selling and doing the operational activities starting from on the owner's house at first that was located in North Scientia Square Street in Tangerang. In a business, having a strategic location is also important to reach more target markets. Strategic locations can help a business to grow bigger and bigger in the future. Miku Crepes is located in the middle of Gading Serpong, strategically located near universities, housing, and near the school area. Related to the company's target market that was targeting the consumers around the age of 15-35 years old, the location of Miku crepes is expected to be a great place that gives a lot of opportunity to support the growth of this company. By being surrounded with a lot of workers, housing complexes, students, and college students, this company is expected to approach, serve, and satisfy the demands and needs from their target market.

### **1.3 Product and Services**

Miku Crepe's Mille crepes are made from the high quality ingredients and the products from Miku Crepes are having 5 types of flavors such as Matcha, Hojicha, Chocolate mint, Chocolate, and Brown sugar. These 5 products from Miku Crepes are using the high quality ingredients

just to make sure that the quality of the products are good and healthy for the customers. These 5 flavors are the flavors that was popular in the society. Matcha flavor is one of the most popular flavor until now.



Figure 1.2 Miku Crepes Menu

Source: Author Data



Hojicha Mille Crepes

Matcha Mille Crepes

Chocolate Mille Crepes



Brown Sugar Mille Crepes



Chocolate Mint Mille Crepes

Figure 1.3 Miku Crepes Products

Source: Author Data

Miku Crepes are going to open a store via online so the customers can order the Miku Crepes products from the social media such as Instagram and Whatsapp. Miku Crepes are going to focusing on preparing a ready stock product based on the service size quantity. The packaging of the Miku Crepes itself are going to be a small packaging the can be suit for one portion. By providing the ready stock products, people can order the mille crepes right away if they want. But, Miku Crepes are also going to focusing on Pre-Order system especially when there is an order in a big amount. Hopefully in the next 5 years, Miku Crepes will have an offline store just like a booth in the middle of mall in Tangerang.

