

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Dessert is a dish served after the main course. As a dessert, it is also commonly known as a palate cleanser. Dessert offerings are often referred to as The Final Course or The Last Course and have a sweet taste, often referred to as sweet (Eldia, 2023). Dessert also has a lot of potential for development and trends move very quickly, so if you look at the market, it seems like there are never-ending new ideas for this sweet food product (Aninda, 202). During the self-quarantine period, many people are seeking new variations of food menus to consume. The selection of food with different variations is perceived to overcome the boredom of daily meals (Wardani, 2021). In the dessert world, there is a viral trend during the pandemic. Examples include dalgona coffee, croffle, coffee packaged in 1-liter bottles, and dessert boxes (Amanatilla and Haya, 2022).

During the pandemic, desserts are increasingly sought after as solace for sweet snack lovers who cannot freely hunt for desserts as before (Aninda, 2020). Adapting to trends will be crucial as eating culture in Indonesia continues to evolve (Dewi, 2022). The trending dessert box in recent years has inspired many people to start their new business ventures. The dessert box itself is a dessert consisting of cakes stored in a food box, allowing sweet food enthusiasts to enjoy them directly without needing to place them on a plate. The dessert box is a type of food that is durable and long-lasting. Therefore, it can be stored in the refrigerator to last longer and taste better when consumed. With the popularity of dessert boxes, many flavors and types of cakes are placed in plastic boxes. The dessert box itself has a simple background, marked as a cold cake, due to its production. Each layer of dough is neatly arranged in the box, forming a color sequence with different flavors on each layer. With these layers, the dessert box has a tidy and beautiful appearance from every side.

During the Covid-19 pandemic, many new dessert box sellers emerged, making existing dessert box sellers have increased competitiveness. No matter how many competitors there are, we must adapt to the new situation, increase creativity, attractively offer products, and be honest about the quality offered (Risqita, 2020). Dessert boxes are now easy to find both in offline stores and on online platforms. Opportunities for selling dessert boxes are practically not difficult in the culinary world. Dessert boxes are currently one of the culinary delights highly sought after by influencers, celebrities, artists, millennials, adults, and children. There is great potential in this business, for example, by selling various cakes or traditional snacks, or snacks favored by Indonesians. You can help many people overcome hunger after a day of activities. This business is very suitable if your house is located in a bustling area such as near campuses, offices, or schools (Qothrunnada, 2023).

Dessert boxes are usually made at home and sales start from home-based industries. To conduct sales from home or businesses that do not have offline stores, online sales are carried out. The presence of information technology has a significant impact on home-based businesses. Currently, various marketing activities are shifting to the online world (Dewi and Darma, 2019). Many marketers choose to introduce their products and services through Instagram (Darma, 2019). The Grabfood and Gofood marketplace services have a very positive impact, as evidenced by a 40% increase in total sales revenue in Agus's business, the owner of Mao Mao (Fandriansyah, 2022). Gofood and Grabfood services are the most dominant applications in supporting additional sales. On the other hand, besides facilitating consumers in purchasing, they also help businesses promote the products they sell.

Furthermore, the use of social media such as Instagram to popularize and promote dessert products in the online world is considered effective and also generates additional income. Using marketing strategies through Instagram is more beneficial than using other conventional methods. This is due to the widespread use of smartphones and the internet among the community. Additionally, the selection of Instagram as a social media platform is based on its popularity, comprehensive

facilities, and attractive appearance for offering food products (Mahardhika and Sunariani, 2019).

The above points demonstrate how easy it is to start a Food and Beverage business. This is because it does not require a special educational background and large capital to start the business. Additionally, dessert boxes come in various sizes that are easily accessible, making it convenient for consumers to choose the size that suits their needs. As the dessert box business through home industries appears to be growing, it can be expanded significantly, such as by starting to open offline stores.

1.2 Company Description



Figure 1.1 Cake Miss U Logo

Cake Miss U is a home-based online business that sells Tiramisu dessert boxes without coffee. Cake Miss U will be located on Jl. Kebon Kawung Street, Bandung city. Cake Miss U will sell products online through several online platforms, especially social media. Cake Miss U's products include dessert boxes containing Tiramisu without using coffee, so that people who do not like coffee can still enjoy Tiramisu with other flavor variations.

VISION :

“ To spread joy and delight through our homemade tiramisu dessert box. “

MISSION :

We are committed to creating the highest quality tiramisu dessert boxes using homemade recipes that utilize high-quality ingredients. With a focus on heartfelt service, we strive to bring smiles to our customers' faces, creating sweet memories every moment, and strengthening relationships with our customers. Our goal is to be the top choice for those seeking homemade indulgence and comfort in every bite of our tiramisu creations.

Organization Structure :

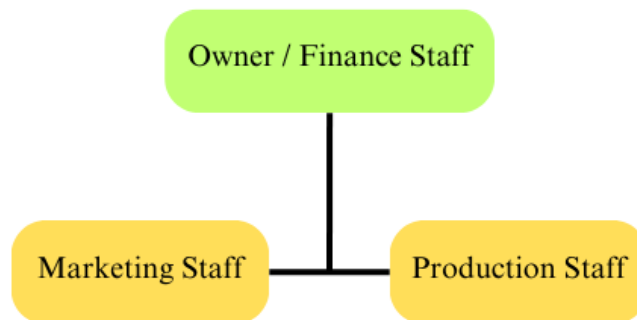


Figure 1.2 Organization Structure

1. Finance / Owner

Job task :

- a. Managing company's operations
- b. Evaluates staff performance
- c. Plan for the future of the company
- d. Controlling the company's financial activities / financial transactions
- e. Carry out all financial transactions of the company
- f. Report all financial activities to the owner

2. Production Staff

Job task :

- a. Make and maintain product quality
- b. Ensure the completeness of storage and quality of equipment is maintained
- c. Always keep hygiene and clean

3. Marketing

Job task :

- a. Carry out all promotional activities (social media, website, etc.)
- b. Responsible for serving customers and receiving accurate orders
- c. Submit orders to all staff and report all orders to the owner
- d. Willing to assist production staff if needed

1.3 Product and Services



Figure 1.3 Organization Structure

Cake Miss U was made because it was inspired by people who don't like coffee. From here, came the tiramisu marie, tiramisu chocolate, tiramisu strawberry and tiramisu matcha. Dessert like this is perfect to eat anywhere and anytime. Cake Miss U presents a cake with a soft texture and a sweet cheese flavor. This product is wrapped in a paper bag and a plastic bag that remains secure during shipment yet

still looks beautiful. Cake Miss U products can be eaten by all groups, from children to adults.

Miss U Cake's Tiramisu product has two main ingredients it is cheese cream and biscuits. The cream of Cake Miss U product is the key element that customers love. This is due to its strong cheese flavor achieved by using high-quality mascarpone cheese from the Tatura brand. The cheese flavor from this brand is strong and has a dense texture even when mixed with whipping cream.

Each Cake Miss U product has a different flavor. The tiramisu flavor options offered by Cake Miss U, can be enjoyed according to the customer's mood and taste. Marie tiramisu has a dominant sweet taste with the flavor of Marie biscuits. Chocolate tiramisu has a bitter taste from dark chocolate but is not the same as coffee flavor. Strawberry tiramisu has a tangy and fresh taste from strawberries, but still has a salty taste from the cheese. Lastly, matcha tiramisu has a slightly bitter-sweet taste from matcha combined with the salty taste of cheese in one dish.

