

# CHAPTER I

## COMPANY OVERVIEW

### 1.1 Industry Analysis

The Indonesian food and beverage (F&B) industry is growing quite fast, supported by the large and diverse population of over 279 million, all in the search for innovative and culturally relevant food experiences (Business Indonesia, 2023). Clair de Lune offers a supermarket café incorporating purple sweet potato into menu offerings. Clair de Lune seeks to establish this with the use of traditional tastes through the most contemporary culinary infrastructure while, at the same time, winning different customer segments with its very attractive menu. The concept is built on providing a peaceful and serene, yet comfortable environment wherein such innovative snacks can be enjoyed.

The cafe industry in Bogor is growing rapidly in line with changes in people's lifestyles who increasingly value comfortable places to hang out. Research at Kebun Kita Cafe shows the importance of analysing internal environmental factors, such as product and service quality, as well as external factors such as market trends and competition, to develop effective marketing strategies (Harahap et al., 2011). An effective marketing strategy is the key to success for coffee shops in Bogor. For example, research on Ruang Kopi and Syahaba Coffee shows the importance of innovation in services and products to attract customers (Veritya, 2019). MSMEs in the culinary sector, including coffee shops, need to adopt adaptive business development strategies, especially in the conditions of the COVID-19 pandemic, to survive and develop (Widawati, 2022). Facing intense competition, a good management strategy is needed. The case study at King'Q Coffee & Kitchen highlights the importance of management strategies to face business challenges in the era of globalization (Oktaviani, 2022). The growth of the cafe industry in Bogor provides opportunities for new business actors, but also creates challenges due to

increasingly fierce competition. Cafe managers must continue to innovate and understand consumer needs and preferences to remain competitive.

According to the Agricultural Data and Information System Center of the Ministry of Agriculture, national coffee consumption reached approximately 250,000 tonnes in 2016, with an increase of 10.54% to 276,000 tonnes. Coffee consumption in Indonesia is estimated to increase by an average of 8.22% per year from 2016 to 2021. In 2021, coffee supply is estimated at 795,000 tonnes, and consumption is estimated at 370,000 tonnes, resulting in a surplus of 425,000 tonnes. Around 94.5% of Indonesia's coffee production is supplied by 4,444 small-scale coffee plantation entrepreneurs (Lauren, 2020).

The cafe industry in Indonesia is growing rapidly, driven by changes in people's lifestyles and increasing demand for comfortable and attractive places to hang out. This growth can be seen from the number of cafes that have appeared in various big cities in Indonesia, including Bogor. Several main factors driving the development of the cafe industry in Indonesia. Lifestyle Changes: Indonesians, especially young people, increasingly value cafes as a place to socialize, work and relax. This lifestyle encourages an increase in the number of cafes that offer a comfortable atmosphere and unique services (Fauziyah et al., 2011).

Product and Service Innovation: Cafes in Indonesia continue to innovate in terms of products and services to attract customers. For example, cafes such as Ruang Kopi and Syahaba Coffee emphasize the importance of innovation in menus and services to meet diverse consumer desires (Suryani et al., 2021).

Opportunities and Challenges: The growth of the cafe industry provides opportunities for new businesses but also poses challenges due to increased competition. Innovation and understanding consumer needs and preferences are the keys to remaining competitive in this industry (, et al, 2017).

## 1.2 Company Description



*Figure 1. 1 Brand Logo*

Essentially, Clair de Lune is a cafe located in Bogor. The area will be around Jl. Binamarga. Clair de Lune will rent vacant land there, and the cafe will use several containers. Currently, it is planned to use 2 containers: one for the bar and one for the kitchen.

The products to be sold are made from purple sweet potatoes. Currently, there are three menu items based on purple sweet potatoes: Sweet Purple, Purple Ball, and Purple Sweet Potato Muffin. Sweet Purple is another name for talas layer cake. It is called Sweet Purple because this talas layer cake is sweet and purple in color, derived from the purple sweet potato. As for Purple Ball, it is named this because it is a purple sweet potato ball. As simple as the talas layer cake, it is purple in color and round in shape. Its taste is also sweet like the purple sweet potato. Lastly, the Purple Sweet Potato Muffin is a muffin made from purple sweet potatoes. Usually, muffins have chocolate or cheese flavors.

The name "Clair de Lune" is taken from French, meaning "moonlight." Although the name is in French, there are currently no menu items from France. The name was chosen because French is rarely seen in Indonesia, even though many cafes and restaurants now use French names. In the future, Clair de Lune will introduce more menu items made from purple sweet potatoes.

### 1. Vision

To become a popular café in Bogor that promotes taro as the main product, offers a unique and delicious culinary experience, and promotes sustainability and prosperity of the local community.

### 2. Mision

- a) Promoting sustainability by using local source and local farmers;
- b) Providing unique dining experience that highlights fresh flavors from plantation-sourced ingredients;
- c) Ensuring high quality service and creating comfortable place with the urban environment.

### **1.3 Product and Services**

Clair de Lune would like to introduce that purple sweet potato/taro can be used as a base for sweet snacks. This cafe will highlight a snack called Sweet Purple. Sweet Purple is another name for taro layer. There are also other menus, namely Purple Ball and Purple Sweet Potato Muffins. Purple Ball is another name for purple sweet potato balls.

Indeed, there are cake shops that sell taro layers. But it's very rare for cafes to sell snacks made from purple sweet potatoes, let alone taro layers. Purple sweet potato balls are even rarer. People usually use ordinary sweet potatoes to make sweet potato balls. So the idea arose to make sweet potato balls with purple sweet potatoes and sell them in cafes.

We offer a dining experience that not only pleases the palate but also fosters a sense of well-being and community connection by placing an emphasis on sustainable sourcing and innovative cooking techniques.