

# CHAPTER I

## COMPANY OVERVIEW

### 1.1 Industry Analysis

The first service businesses were started in Mesopotamia by Sumerian priests who required a place to stay while traveling around 5000 B.C. Trade, military action, and pilgrimage then contributed to the advancement of human services. Inns and taverns began to open in and around well-known areas. Then, as production and distribution methods improved over time, these businesses expanded and evolved into the hotel, food and beverage, entertainment, and other sectors of the economy. Today, the food and beverage industry are without a doubt the primary force behind a country's economic growth. İlban and Liceli (2022) uses data from 2009-2020 and conducts causality analyses to determine the impact of tourism and economic growth on firm performance.

The food and beverage industry are composed of various sectors and plays a significant role in the economy. The industry involves the production, processing, distribution, and sales of food and beverages. This industry is an essential part of human life as food and beverages are fundamental needs. Therefore, it provides numerous opportunities for businesses to thrive in the market.

The industry has various subsectors, such as restaurants, cafes, fast-food chains, and packaged food and beverage products. The industry faces challenges such as changing consumer preferences, health concerns, and stringent government regulations. However, the industry constantly adapts to the challenges and comes up with innovative solutions to meet the needs of customers. The industry has been significantly impacted by the COVID-19 pandemic, with many restaurants and cafes forced to close and the supply chain being disrupted. However, the industry is expected to recover as restrictions begin to ease, and consumer demand increases. As

the industry continues to evolve, businesses need to stay up-to-date with the trends, technology, and regulations to remain competitive and thrive in the market. The industry had shown positive growth prior to the pandemic, there was a decline in profitability, activity, solvency, and overall financial healthiness after the pandemic (Adi & Daryanto, 2021).

Factors such as human capital, labor, wages, wetland, urban population, and rice prices impact rice production, while human capital, per capita income, population, and consumption the previous year affect rice consumption (Bashir & Yuliana, 2019). Rice is the main staple, and it is usually served with some form of protein, such as chicken, beef, or fish. The country's cuisine is characterized by its intense spice and herbs, which give the dishes a distinct taste. Traditional Indonesian food is usually cooked with coconut milk, and it has a sweet-savory taste that is unparalleled. Additionally, street foods such as satay, nasi goreng, and gado-gado are widely available and affordable across the country. However, with the rise of fast-food chains and a shift in dietary preferences, the country is experiencing a shift towards more Western-style diets, which is a cause for concern as it may lead to a surge in diet-related illnesses.

The pandemic has caused global economic consequences and has disrupted various industries, including tourism and hospitality. The food and beverage industry, being essential, has been hit hard by the pandemic (Chowdhury et al., 2020). Many restaurants and cafes have been forced to close, supply chains have been disrupted, and the industry has been severely impacted by the COVID-19 pandemic. However, the industry is expected to recover as regulations are gradually eased and consumer demand increases.

Partelow et al. (2023) study examines changes in seafood consumption patterns in Indonesia during COVID-19. Factors such as availability, affordability, and access to seafood have been impacted. The

study highlights the importance of understanding COVID-19 impacts on food security and access, especially in the seafood sector. Seafood consumption has long been touted for its numerous health benefits. Not only is seafood a lean source of protein, but it is also rich in essential nutrients such as omega-3 fatty acids, selenium, and vitamin A, D and E (Govzman et al., 2020). These nutrients have been shown to have a wide range of health benefits, including reducing inflammation, improving cardiovascular health, and boosting brain function. Incorporating seafood into our diet can help lower the risk of chronic diseases such as heart disease, stroke, and depression. Furthermore, seafood is a great source of high-quality protein that is low in saturated fat. This makes it an excellent option for those looking to maintain a healthy weight or build lean muscle mass. Seafood is also a versatile food that can be prepared in a variety of ways, making it easy to incorporate into any diet plan

In addition to its health benefits, seafood consumption also has positive effects on the environment. Unlike land-based animal agriculture, seafood production has a lower carbon footprint and requires less freshwater and land. Sustainable seafood practices, such as choosing wild-caught fish from well-managed fisheries or opting for seafood that is certified by legal organizations, can help support healthy marine ecosystems and ensure the long-term availability of seafood for future generations.

As the industry continues to evolve, companies must stay up to date with trends, technologies and regulations to remain competitive and grow in the market. Companies are adapting to consumer demands for plant-based and online-ready meals, with a focus on sustainable packaging solutions (Galanakis et al., 2021). Indonesia has a diverse food culture, and each region has its own cuisine and taste. Rice is the staple, usually accompanied by some kind of protein such as chicken, beef or fish. In Indonesia, main dish consumption is primarily influenced by the country's

cultural and economic factors. Indonesian cuisine is known for its wide variety of flavors and spices, and the most popular main courses include rice dishes, noodle dishes, meat, fish and vegetable dishes.

In recent years, more and more customers in the food industry are looking for easy and healthy meals. Galanakis et al. (2021) studied the changing consumer preferences towards sustainable and immune-boosting products. One of them is the popular rice bowl that took the world by storm. The idea of serving Indonesian food in rice bowls is very appealing to those who enjoy flavorful, hearty and multi-faceted cuisine. Rice bowls are a great way to showcase the different flavors and textures of Indonesia and make a great appetizer that is both delicious and easy to make.

## 1.2 Company Description



Figure 1.1 Company Logo

Seabowl is a small food company that focuses on creating a new creation of Indonesian seafood with its traditional cuisine that can be enjoyed and fill everyone's stomach. The logo of itself is the representation of the product packaging that the owner aim. The octopus is the one of the main ingredients for the products that will be introduced by Seabowl. The characteristic of the logo itself is to bring a lively ambience where the people can enjoy while consuming the product.

The owner believes that everyone would like to have a healthy and delicious diet while filling their empty stomach. The usual rice bowls were

topped with sliced beef/ cutlets, hence Seabowl will come with seafood topping as a substitute for the usual sliced beef/ cutlets. Noticing the excessive amount of oil and the familiar Japanese flavor used for the toppings, the owner used the opportunity to develop a new variant with the combination of seafood and Indonesian flavor. The product highlights the usage of protein from the sea, and taste of Indonesian spices to create. Therefore, Seabowl are eager to develop the seafood topping rice bowl in hope to bring the Indonesian flavor back to the society.

### 1. Vision

Seabowl's objective is to create healthy rice bowl with variants of topping to fill the empty stomach. By developing Indonesian Cuisine into varieties of seafood such as octopus, fish, shrimp, and squid. Expanding the business geographically would help the company to expand and spread the awareness of tasty Indonesian cuisine that will help the company to create specific goals.

### 2. Mission

- a. Satisfy consumer by providing easy access through online and offline platform
- b. Able to open new branch around Jabodetabek in 3 years
- c. Able to open a store at the mall in Jabodetabek in 5 years

### 3. Address of the Business

Seabowl as a ready to eat food will be able to be found in PIK Pantjoran and focusing on social media as the platform for marketing and sales. PIK by the sea is the strategic location for Seabowl growth. Although social media are used for reaching the audience, the store location needs to be strategic and easy to access. PIK by the sea is a trendy place known for its food and photo spot. In accordance with Seabowl market targets which target GEN Z as the consumers (15-30), the company see that the store location has a great opportunity in supporting Seabowl

growth. With many audiences from wide range of demographic, the product is expected to satisfy the market demands.

### 1.3 Product and Services

In response to the idea of rice as a staple food in Indonesia, it is safe to assume that rice has become the primary source of energy needed by the body. As rice is a staple food in Indonesia, Seabowl seafood rice bowl will be made using Indonesian Seafood and ingredients such as turmeric and lemongrass.

This product highlights the usage of Seafood such as octopus, shrimp, squid and fish. The taste itself comes from the spice that is said can help to boost the body immune. Taking more unique approach in presenting Indonesian Culinary, owners assume that rice bowl can be an option. As more people seems to be busier as time goes by, owners thought on how to bring the food to be easy to consume, but still appetizing. Therefore, rice bowl with Indonesia taste that is familiar to many tongues are brought as the idea.



Figure 1.2 Udang Bakar Jimbaran Rice Bowl



Figure 1.3 Gurita Asam Garam Rice Bowl



Figure 1.4 Kakap Lempah Nanas Rice Bowl

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Figure 1.5 Cumi Sambal Ijo Rice Bowl



Figure 1.6 Gurita Balado Rice Bowl

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