

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Tourism is one of the sectors most affected by the COVID-19 pandemic. After the pandemic ended, the tourism sector resumed its activities. Tourist attractions in Indonesia began to reopen to attract visitors. Tourism plays a crucial role in the economic growth of a country. Besides being a significant source of income for a nation, tourism also contributes to increasing the GDP, which drives the growth and economic development of the country (Hasan, 2022). After going through a long recovery process, the tourism sector began to experience a significant increase. This statement is supported by KEMENPAREKRAF (2023), where the number of local and foreign tourist movements in Indonesia increased by 12,57% for local tourists and 196,85% for foreigners.

As people know, the tourism sector is closely related to the culinary industry. Food is one of the most sought-after needs by tourists when visiting a place; indeed, food can even serve as a motivation for someone to visit a place (Putra, 2021). Indonesia, which consists of many tribes and nations, has many foods that come from each region. This fact prompts many Indonesians to choose to open culinary businesses to meet their livelihood needs. According to Binekasri (2023), Indonesia had a total of 3.996.325 small-scale entrepreneurs (UMK) in 2019. To compete with competitors, the right marketing strategy is needed so that the business can succeed and generate profits. OMÓ Choux is a small-scale culinary business that sells desserts as its main product. Dessert is a sweet dish typically served at the end of a meal. It is designed to satisfy the palate's craving for sweetness and is often characterized by its indulgent and enjoyable taste. According to (Yuliantoro, Juliana, Tanakotta, Tanuwihardja, & Susanto, 2023), desserts generally have a sweet and refreshing taste, which is why they are enjoyed as a dessert. Desserts come in various forms, including choux, cakes, pies, pastries, ice cream, puddings, fruits, and more. They can be served hot or cold and may incorporate a combination of ingredients such as sugar, flour, fruits, chocolate, nuts, and dairy products to

create a delicious and visually appealing treat.

OMÓ Choux is a brand that sells desserts made from choux pastry filled with a mixture of cream. Choux pastry, or *pâte à choux*, is a soft mixture commonly used in various sweet dishes. According to Fariza (2021), the definition of choux pastry is a type of pastry made from a liquid batter that has a soft texture and is hollow inside. Made from butter, water, flour, and eggs, this dough does not require specific leavening agents. The baking process creates steam from the high water content in the dough, causing it to expand. Although referred to as choux pastry, this type has fundamental differences from other doughs such as pie, layered, puff, filo, etc (Naumov, Arnaudov & Rakicevic, 2022). According to Sofia (2024), there are 15 types of choux pastry preparations from various countries, including those commonly found such as cream puffs, e'clairs, churros, zepolle, Paris-Brest, and many more. Cream puffs typically have a soft texture and are filled with sweet fillings like custard or diplomat cream. Cream puffs are chosen by OMÓ Choux to attract consumers because of their sweet taste without quickly causing satiety.

1.2 Company Description

OMÓ Choux is an innovative culinary business that introduces a unique concept of choux pastries, inspired by the traditional French pastry, Paris-Brest. With a ring shape, a hole in the middle, and a variety of filling options, including a Craquelin topping for a crispy texture. OMÓ Choux offers a distinctive flavor experience to attract customer interest. Positioned at SMS Mall, Gading Serpong, the OMÓ Choux booth is located on the second floor to take advantage of a strategic and attractive spot for customers. Through online marketing on social media, the business aims to reach a broader audience. Customer service is a primary focus, with trained and friendly staff who are responsive to inquiries and complaints. With a commitment to quality ingredients and flavors suitable for the Indonesian palate, OMÓ Choux has the potential to become a unique and sought-after culinary destination.



Figure 1. 1 Company Logo

Source: Author Data

The logo is designed by incorporating the chef's hat element as a strong representation of the culinary world. The chef's hat is often used as a symbol of authority and expertise in the cooking realm, thereby highlighting the premium quality and professionalism in the products or services associated with the brand. The brand name, OMÓ Choux, featured in the logo, provides identity and brand recognition to customers. The presence of the tagline "Your Favorite Choux!" adds a personal touch and invites consumers to feel that the offered products or services are their preferred choice. This tagline establishes an emotional connection with customers and reflects the brand's efforts to be the best and beloved by consumers. Overall, visually, the logo captures the essence of the culinary industry with premium quality through the chef's hat element, while the brand name and tagline provide a strong sense of identity, professionalism, and personal appeal.

1.2.1 Vision

"To become a cream puff brand that is widely recognized by the local and international community with new flavors of filling that are suitable for the Indonesian palate."

1.2.2 Mission

- 1) Produce quality products with quality guaranteed ingredients
- 2) Prioritizing consumer needs
- 3) Continue to develop innovative new products
- 4) Expanding the reach of promotion through online platforms

1.2.3 Address of Business OMÓ CHOUX

The Owner chose Summarecon Mall Serpong because the mall is strategically, located on Gading Serpong Boulevard, Klp. Dua, Kec. Klp. Dua, Tangerang Regency. This mall located around hotels and campuses so it will be easier to get the right target market. This SMS mall is also a shopping center in Gading Serpong that is visited by many people. OMÓ Choux booth will be on the second floor between Chatime and Auntie Anne's booth where people will easily find OMÓ Choux when visiting SMS mall. SMS Mall is close to Pradita and UMN campuses, which is a good opportunity for OMÓ Choux which targets its main market to students.

1.3 Product and Services

OMÓ Choux is a culinary business that serves snacks in the form of choux that are shaped like ring and have a custard filling in the middle. OMÓ Choux produces its products with premium quality ingredients, yet the prices are still affordable. This is the value proposition provided by OMÓ Choux. OMÓ Choux create an innovation by creating Craquelin topping on top which will give a crunchy texture when eaten. OMÓ Choux also has unique filling variants, like avocado, coconut, lemon, cocopandan, and Marie biscuit. Below is the OMÓ Choux menu:



Figure 1. 2 OMÓ Choux Menu

Source: Author Data

These cream puffs are perfect to have with coffee or tea while relaxing. OMÓ Choux is made with quality ingredients and the right amount of each ingredient. The sweetness of the custard filling is also a special concern for OMÓ Choux to give the right amount of sweetness. The Owner strives to develop flavors that are unique but still suitable for the Indonesian palate. Apart from products, service is also important in business. OMÓ Choux will be sold directly at the mall located in Gading Serpong, namely SMS mall using a booth. Good customer service procedures in business involve crucial steps to provide a positive customer experience. Firstly, staff members should have a deep understanding of the products or services offered and consistently update their knowledge through training. When welcoming customers, it's important to provide friendly greetings and recognize repeat customers. Swift responses to inquiries and effective handling of complaints are also key to success. Establishing clear service standards, communicating effectively, and managing time well can help create an efficient service environment. Training in interpersonal skills, regular performance evaluations, and the use of technology to support services are essential aspects of maintaining service quality. Continual training for both new and existing staff, along with utilizing customer feedback for improvement, also contributes to shaping successful service procedures.