

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Delving into the realm of frozen desserts, research from York University (2023) provides a rich tapestry of insights into the beloved world of ice cream. This timeless treat, with its origins tracing back centuries, has evolved into a global culinary phenomenon, transcending cultural boundaries and captivating taste buds with its indulgent flavors and luxurious textures. Crafted with care by blending milk or cream with a symphony of sweeteners such as sugar, and infused with a kaleidoscope of flavors ranging from the classic allure of vanilla to the exotic tang of tropical fruits like mango and passionfruit, ice cream embodies the perfect marriage of simplicity and sophistication. Its appeal lies not only in its delightful taste but also in its ability to evoke cherished memories of carefree summers and joyous celebrations, making it a perennial favorite among dessert aficionados of all ages.

Expanding our culinary horizons, findings from Penn State University (2021) shed light on a significant societal trend: the consumption of alcohol. It's revealed that a substantial 65% of adults partake in alcohol consumption, with an increasing number of individuals from Generation Z joining the ranks of imbibers. For many in this demographic, alcohol serves as more than just a beverage—it's a means to unwind, socialize, and enhance their leisure experiences. This shifting attitude towards alcohol consumption not only reflects changing cultural norms but also presents a unique opportunity for culinary innovation. With the demand for alcoholic-infused dishes on the rise, there's a burgeoning market waiting to be tapped by enterprising restaurateurs and chefs.

Beyond its gastronomic appeal, ice cream serves as a microcosm of regulatory standards and market dynamics. As elucidated by Alvarez (2023), the United States maintains stringent regulations governing the classification of frozen desserts, with "ice cream" denoting a specific type that adheres to prescribed ingredient proportions and quality standards. This regulatory framework ensures consistency

and quality across the industry, bolstering consumer confidence and facilitating market growth. Moreover, insights from Kontan (2019) underscore the global reach of the ice cream market, with emerging economies like Indonesia witnessing a surge in demand for frozen treats. The influx of major ice cream brands from around the world into markets like Indonesia not only speaks to the growing appetite for indulgent desserts but also signals a lucrative opportunity for expansion and diversification. DataIndonesia (2023) paints a vivid picture of this burgeoning market, with ice cream sales reaching a staggering 15.86 billion rupiah in 2022 alone.

As we look towards the future, the outlook for the ice cream industry appears exceedingly promising. The confluence of evolving consumer preferences, regulatory frameworks, and market dynamics creates a fertile ground for entrepreneurial endeavors, offering ample opportunities for creative innovation and business growth. The enduring popularity of ice cream, coupled with the rising demand for alcoholic-infused dishes, positions this beloved frozen treat as a cornerstone of the culinary landscape. For aspiring entrepreneurs, venturing into the realm of ice cream presents not only a chance to tantalize taste buds but also to carve out a sweet slice of success in an ever-evolving market. As consumer tastes continue to evolve and culinary trends evolve, the timeless appeal of ice cream ensures its enduring relevance and profitability in the years to come.

1.2 Company Description

High Cream is an alcoholic ice cream store that will be located at Goldfinch where there will be selling the product in offline High Cream will also selling the product online by using Grab and Go-Jek. High Cream will launch at 2026.

High Cream specializes its product in alcoholic ice cream and innovating ice cream with the various flavor of spirits and cocktail, with the new fusion of ice cream with cocktail it can make the costumer to enjoy the taste of cocktail and spirits in the cold and smooth texture of ice cream.



Picture 1.1 High Cream Logo
(Source writer data)

High Cream logo is using black and white color with simple design to make an image of simple and elegant look of the brand, logo is used for brand awareness and company name.

A. Vision and mission

Vision:

Giving pleasure and relaxing feel from our ice cream to the costumer, and to make the costumer to enjoy alcohol, and cocktail in the smooth texture of ice cream.

Mission:

1. Mixing the ice cream and alcohol with perfect measurement
2. Ensure the alcohol percentage in save amount
3. Develop new variant

B. Team

a. Owner

1. Managing company
2. Controlling company finance
3. Checking quality control
4. Controlling staff
5. Dealing with vendors
6. Creating new variant

b. Administration

1. Making marketing strategy
 2. Dealing with supplier
 3. Dealing with vendors
 4. Ordering supply
- c. Production
1. Making the ice cream variant
 2. Maintain clean lines
 3. Accepting supply
 4. Helping store keeper
- d. Shopkeeper
1. Serving the ice cream
 2. Cleaning store area
 3. Explaining about the product
 4. Maintain the store ambience

1.3 Product and Services

High Cream revolutionizes the dessert experience with its unique fusion of ice cream and alcohol, catering to adults aged 18 and above seeking a sophisticated indulgence. Ice cream, a timeless favorite cherished for its creamy texture and refreshing taste, reaches new heights of luxury when paired with premium spirits. High Cream offers a delightful combination of flavors and textures, providing a refreshing and indulgent treat for those with discerning palates.

Our product lineup features an array of enticing flavors, meticulously crafted to deliver a perfect balance of sweetness and alcohol. From the rich and indulgent notes of Brown Whiskey to the playful zest of Snow Daiquiri, each flavor is a testament to our commitment to quality and innovation. Additionally, we offer unique options such as White Spiced Rum, Pink Shirley Temple, and Roy Rogers Ice Cream, ensuring there's something to suit every taste preference.

At High Cream, we understand the importance of delivering an exceptional ice cream flavor. That's why we prioritize the quality of our ingredients and the meticulous craftsmanship that goes into every batch of ice cream we produce.

Whether enjoyed on its own or as part of a decadent dessert creation, High Cream's alcoholic ice cream promises a moment of pure delight with every scoop for only 40.000 rupiah.

A menu board for High Cream featuring a list of alcoholic ice cream flavors and their prices. The board has a white background with a black border and a logo at the top. The menu items are listed in a clean, sans-serif font, with prices aligned to the right. At the bottom of the board, there are small icons representing various drinks and a coffee cup.

High Cream	
MENU	
WHITE SPICED RUM	40
BROWN WHISKEY	40
SNOW DAIQUIRI	40
PINK SHERLY TEMPLE	40
ROY ROGERS ICE CREAM	40

Picture 1.2 High Cream price list



Picture 1.3 Snow Daiquiri ice cream (source: writer data)



Picture 1.4 Brown Whiskey ice cream
(source: writer data)



Picture 1.5 Pink Sherly Temple
(source: writer data)

This is the example of the ice cream packaging to serve to the costumer.

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