

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Indonesia is a country that has abundant diversity, both from fauna and flora. There are many unique Indonesian fruits such as matoa, menteng and cempedak. There are many unique Indonesian fruits such as matoa, menteng and cempedak. Cempedak is a fruit that is similar to jackfruit, but has a stronger and sweeter aroma. Cempedak has spiny skin and soft, yellow flesh. Cempedak itself can be found in various regions in Indonesia, but the most famous is cempedak from Kalimantan. Suppliers for cempedak fruit in Kalimantan are very abundant. The number of productive cempedak commodities produces 3,880 trees, then for Avoid fruit accumulation Cempedak needs to increase added value the cempedak fruit (Saputra & Rahmawati, 2021). The supply of cempedak fruit in Kalimantan is quite large, so there are open opportunities to start a business in this field. This shows that there is quite a large market potential for cempedak fruit in Kalimantan, so it could be an opportunity for someone to start a business related to the production, distribution or processing of cempedak fruit. Where cempedak is a local Kalimantan fruit that has not been processed much into something unique so that it can increase consumer interest in subscribing (Imelda *et al.*, 2022).

We decided on Pasar Lama Tangerang as the location for Cen'ka with the aim of attracting interest from a market that is looking for consumers who want a special culinary experience. With the presence of Cen'ka in this market, we hope to provide customers with the opportunity to experience the authentic and traditional taste of cempedak fruit. With the combination of the unique taste of cempedak and a satisfying culinary experience, we are confident that our presence in this market will be successful and can meet the needs of a market that is looking for an unforgettable culinary experience. To process cempedak

to have market snack variants with creations that are innovative and have economic value for sale (Winarti *et al.*, 2022).

In short, Indonesia's rich biodiversity includes unique fruits such as matoa, menteng, and cempedak, which are similar to jackfruit but with a stronger, sweeter aroma. Cempedak, especially from Kalimantan, has a large supply so it offers business opportunities in the fields of production, distribution and processing. Pasar Lama Tangerang was chosen as the location for Cen'ka to serve a market looking for a special culinary experience, offering an authentic taste of cempedak. This business aims to innovate and add economic value to cempedak products, thereby increasing consumer interest.

1.2 Company Description



Picture 1.1 Company Logo
Source: Author Data

(jelasin kenapa logo warnaya kuning dan bulat)

Cen'ka is a micro business that offers processed cempedak as its main product. Founded in 2023 in Tangerang, Cen'ka itself focuses on the quality of the ingredients so Cen'ka chooses cempedak from Kalimantan. Cen'ka itself is an abbreviation of the words "cempedak n' jackfruit". This name was chosen to introduce cempedak as a fruit that is different from jackfruit. The creation of its name cannot be separated from the perspective that cempedak is equated with jackfruit. The yellow logo of Cempedak represents Cen'ka's optimism for further development. The Cen'ka logo also includes an animated form of the cempedak fruit.

Cen'ka offers a range of products that highlight the unique flavors of cempedak and jackfruit. One of our flagship products is lumpia cempedak, which has a crunchy outer skin and is filled with soft cempedak jam. Likewise, our jackfruit spring rolls offer a twist on the classic spring rolls by using jackfruit as the main filling, providing a sweet and aromatic experience.

Apart from spring rolls, we also offer our cempedak jam which is made from premium cempedak sourced from Kalimantan.

Cen'ka's Vision is "to promote and create interest in authentic Indonesian fruit". Cen'ka was created so that people could become interested in typical Indonesian fruit again by innovating to keep up with the times. We are determined to introduce the deliciousness of processed cempedak products to more people and support local economic growth by collaborating with local cempedak farmers. There's a mission of Cen'ka: Producing quality cempedak-based products that exceed customer expectations by taking suppliers from Kalimantan, Keep creating new cempedak-based products that customers will love, Develop our business to various regions and introduce cempedak to more people.

1.3 Product and Services (jelaskan branding secara singkat)



Picture 1.2 Menu

Source: Author Data

We offer cempedak jam and jackfruit jam made using selected fresh fruit Specially cempedak from Kalimantan. Our jam has a soft texture and distinctive taste, making it suitable to be enjoyed as jam for bread or as an

addition to cakes and other desserts. Apart from that, our jam can also be a healthy choice for breakfast or daily snacks.

We serve cempedak spring rolls and jackfruit spring rolls as unique and delicious alternative snacks. Our spring rolls are made using crunchy spring roll skin and filled with pieces of cempedak or jackfruit which have been mixed with spices which give a distinctive and delicious taste. This snack is suitable to be enjoyed with tea or as a light dessert.



Picture 1.3 & 1.4 Product

Source: Author Data

For customer convenience, we provide delivery services for our products. Customers can order our products via telephone or delivery application and we will deliver their orders to the desired address. This service allows customers to enjoy our products without having to leave the house and easily get our processed cempedak and jackfruit products.

We also provide creative recipes that can be made using our cempedak jam and jackfruit jam as the main ingredients. These recipes can be an inspiration for customers to create delicious and varied new dishes using our products as basic ingredients. With our creative recipes, customers can process cempedak and jackfruit jam into unique and appetizing dishes.



Picture 1.5 & 1.6 Packaging

Source: <https://shopee.co.id/>

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