

CHAPTER I

COMPANY OVERVIEW

1. 1 Industry Analysis

The food and beverage industry is one of the industries that supports the Indonesian industrial world. The food and beverage industry is one of the flagship manufacturing sectors in making a significant contribution to national economic growth. Its performance has consistently been positive, ranging from its role in increasing productivity, investment, exports to employment absorption. The important role of this strategic sector is evident from its consistent and significant contribution to the Gross Domestic Product (GDP) of the non-oil and gas industry (Alfarizi, 2022).

The food and beverage (F&B) industry is also a sector that loved by many people, known as an industry that never runs out because it is always needed by society. The combined market value of the F&B business continues to increase, from \$435.3 billion in 2021 to around \$856.9 billion in 2025. In Indonesia, the F&B industry continues to grow, even during the Covid-19 pandemic, experiencing an increase with growth reaching 2.95 . % in the second quarter of 2021 and increased to 3.68% in the second quarter of 2022. The contribution of the food and beverage industry to Indonesia's GDP reached 38.38% in the second quarter of 2022, the highest compared to other manufactured products.

Even though the F&B industry shows positive growth, this business is still faced with various challenges. One of the challenges is intense competition and the difficulty of introducing brands. Apart from focusing on taste and service quality, it is

important for F&B businesses to increase brand awareness so as not to lose consumers. With continued growth, it is important for business owners in this sector to start implementing brand awareness strategies to maintain their business. Dessert boxes are very popular because they have several reasons that make them attractive. First, its beautiful appearance with layers and a combination of colors makes it very visually attractive. Apart from that, the ease of eating is also an added value, because it is served in a box that is easy to access and can be taken anywhere. Apart from that, as a contemporary food, dessert boxes are also in the spotlight on social media, making many people curious to try them. Even though the price is affordable, the taste is still top-notch, with many variations of flavors on offer, making it suitable for various groups to enjoy. Dessert cup products are also a business that has great opportunities because of the increase in the food and beverage industry in Indonesia. With the increasing increase in the food and beverage industry and consumer interest in dessert box products, Hey Dessert has a great opportunity to introduce its products with an innovative strategy.

Hey Dessert chose to give a new touch by introducing various flavors and variants that will attract consumers. One of the innovations offered is the use of custard cremeux as a substitute for whipping cream which is generally used in other dessert boxes. This decision not only provides a variety of new flavors, but also provides a unique and interesting consumer experience. With the rapid growth of the food & beverage industry, especially in the trending dessert cup segment, MSME businesses like Hey Dessert can easily attract the attention of potential consumers. This is due to people's interest in innovative and different products, as well as their readiness to try new culinary experiences. Therefore, Hey Dessert has a great

opportunity to successfully introduce its innovative and differentiated products in this growing market.

1.1. Company Description

Hey Dessert is a dessert business that is trying to introduce desserts with new flavors namely sour, which are offered at low prices but with good taste and product quality and also the author chose this business name Hey Dessert. "Hey" itself is an interjection in English that is used to attract someone's attention or greet them casually. So, overall, "Hey Dessert" can be interpreted as a friendly or familiar call for customers to pay attention to or enjoy the desserts offered by Hey Dessert.



Figure 1.1 Company Logo

Source: Author Data

The author has created a carefully designed logo that is displayed prominently on a box, as this can evoke a sense of brand identity and aesthetic appeal. The logo consists of textual elements, rendered in colors that suggest a brown color palette, blending harmoniously with the foreground and background of the box. Interestingly, the text on the logo reads "HEY DESSERT (Your Cup of Cake)" This tagline invites consumers to enjoy a cup of cake with the best quality and taste. Owner chose brown as the base for this logo because this color gives an expensive, modern impression, as well as a warm feeling.

1. Vision Hey Dessert

To become a leading dessert brand, providing happiness and enjoyment through high quality, innovative and creative dessert products.

2. Mission Hey Dessert:

a. Hey Dessert's mission is to serve high-quality desserts that are innovative in taste and creativity to customers.

b. Focusing on customer satisfaction and providing an exceptional experience.

3. Address of the Business

The author chose Summarecon Mall Serpong because this is a strategic location where this mall is always busy with visitors and also young people, which definitely suits Hey Dessert's target customers. The author chose the 2nd floor beside the ShuShu to sell Hey Dessert products because on that floor there are many restaurants and food courts such as Sushi Tei and many more. Of course there will be many people who will definitely be impressed to eat and with that, Hey Dessert will definitely have the opportunity to sell and introduce our products. Hey dessert will use a booth to sell their products at Summarecon Mall Serpong.

1.2. Product and Service

1.3.1 Product

Hey Dessert offers various types of creative and attractive desserts among young people who like aesthetic and unique desserts. Hey Dessert focuses on innovation and delicious flavors through the use of a unique custard cremeux as the filling for its dessert cup. This cremeux provides a luxurious experience with a rich texture and enticing taste. What sets Hey Dessert apart is its commitment to using only the finest ingredients, including high-quality heavy cream from the renowned Anchor brand. By

including Anchor heavy cream in the recipe, Hey Dessert not only guarantees superior taste but also increases the perception of their product as premium and high quality. Hey Dessert offer 3 products, namely Lemon Marie Crumbs, Matcha Dessert Cup and Coffee Dessert Cup.



Figure 1.2 Coffee Dessert Cup
Source: Author Data

The coffee dessert cup product itself will be served with several layers, namely chocolate cake, Coffee custard cremeux and also Elmer's Chocolate Crispy ball.



Figure 1.3 Lemon Marie Crumbs Dessert Cup
Source: Author Data

Next there is lemon narie crumbs, this is a new flavor with lemon flavor, the components in it are lemon flavored vla, marie biscuits, whipping cream and also chocolate sauce.



Figure 1.4 Matcha Dessert Cup
Source: Author Data

The matcha dessert cup itself will be served with chocolate cake, matcha custard cremeux and also with a crunchy topping, namely Oreo crumbs.



Figure 1.5 Packaging
Source: Author Data

Hey Dessert will use acrylic cups for packaging, this cup is enough for 240 ml of dessert, this size is very suitable for sweet dessert types, the design is very beautiful, this cup is made of acrylic plastic. One cup of product contains 40 grams of chocolate cake, 20 ml of sauce, 30 ml of whipped cream and 20 ml of biscuit crumbs each per layer.

1.3.2 Service

Apart from using the Hey Dessert booth, we will also use the delivery service, namely Go-food.



Figure 1.6 Delivery Bag
Source: Author Data



Figure 1.7 Hey Dessert Box
Source: Author Data

With this delivery service, customers can enjoy their favorite dessert products at home or at their desired location. Fast and reliable delivery ensures customers can enjoy the sweetness of Hey Dessert wherever they are. The author will prepare paper bags that will be used for sending Hey Dessert products or purchasing by customer.