

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Culinary industry in Indonesia is significantly developed, especially the dessert business. The Indonesian urban lifestyle has tremendous impact in this development. Indonesian people have an ever-growing demand for sweet treats, leading to the growth of the dessert business (Nurlina & Millaty, 2022). The Indonesian food and beverage industry sector contributes 34% to the Indonesian industry, further highlighting the importance of this sector. (Arifin et al., 2020). Jakarta as the current capital city of Indonesia becomes the center of this culinary business growth (Naim, 2024). The dynamic consumption patterns of urban consumers supported by relatively high purchasing power, create great opportunities for innovative products to be sold. One of the trend that stand out the most combines international concept in around year 2020 is Croffle (Gutoskey, 2021).

Croffle is a combination of croissant and waffle that has become a sensation in Indonesia. Croffle has unique crunchy textures and it has the flexibility to be adapted to various type of toppings and fillings (Sandheim, 2024). The emergence of Croffle is an example of how the dessert business in Indonesia continuously innovating to meet the changing consumer demands (Jatiyati et al., 2021). The popularity is also supported by the the global trends and social media, especially milenials and Gen Z, because they usually prefer not only delicious desserts but also instagrammable (Palapah, 2020). With the easy access of information and also the willingness to try new experience, Indonesian are more open to new type of dessert, especially if it is viral in social media (Destriana et al., 2020).

Aside from the social media and global trend, croffle is also suitable to be consumed by the urban dwellers as it can be served quickly, easily, and conveniently (DHIR & Singla, 2020). Thus, strategic locations such as office coffee shops, malls, or train stations can be an ideal place to sell croffle products. The

author is planning to open a kiosk in Jakarta Kota Station to sell the croffle. Jakarta Kota Station is one of the central station in Jakarta if not one of the busiest. As the only train station in the central tourist attraction in Central Jakarta, it has high traffic of people, including the commuters, tourists, and workers (Ariani & Wilastrina, 2020). Jakarta Kota station has perfect infrastructure to support the operation of food and beverage business. The customer flow is consistent and also the access is quite strategic with many public transportations. The consumers in station usually are looking for easy and practical products. Basic requirement would be the taste, quality, and attractive packaging. Croffle with various fillings and toppings will be the main offering, as it is a unique and attractive product. This product is also suitable for the on-the-go lifestyle of consumers (Yuniar et al., 2020).

1.2 Company Description

Olatcha is a micro small business that will offer croffle products in three different fillings. Olatcha croffles will provide original, chocolate, and matcha whipped cream filling. The whipped cream uses high-quality chocolate and matcha powder. The dessert kiosk will be located in Jakarta Kota Station. This place has huge and varied target market. With the high traffic in the station, Olatcha is expected to be getting easy public attention and if the taste is good, then Olatcha expects to get loyal revisit customers from the station crowds.



Figure 1.1. Company Logo
Source: Chat GPT

The vision for Olatcha is to become the top dessert choice for Jakarta Kota Station by offering innovative and amazing experience for the customers.

The mission for the company is as follow:

1. Provide good products with good ingredients and good service
2. Improve and develop new product variants to meet the customer preferences

Jakarta Kota Station because it has a very strategic location. Apart from that, Jakarta Kota Station is opposite the Kota Tua Museum. The author will open a business at the station, where the place is very busy with visitors and train passengers. Olatcha will open a booth in a simple way but accessible to consumers.

1.3. Product and Service

1.3.1 Product

Olatcha offers a variety of creative and visually appealing desserts, popular among young people who enjoy aesthetic and unique treats. Their focus is on innovation and exceptional taste, with matcha as the centerpiece of their menu, including a distinctive matcha-flavored cream topping. The matcha cream delivers a luxurious, rich flavor and texture. What sets Olatcha apart is its use of top-quality ingredients, such as premium whip cream and premium butter inside croffle ingredients. This combination not only ensures an outstanding taste but also enhances the perception of their products as premium and high-quality. Olatcha's offerings include three products: Classic Original Oreo, Chocolate Almond, and Matcha Deluxe. Below is the picture of the classic oreo crumbs. The croffle is served with original whip cream and oreo crumbs.



Figure 1.2 Classic Oreo Crumbs

Source: Author Data

Next is matcha deluxe croffle. The components in it are matcha whipped cream, almond and pure matcha powder for topping.



Figure 1.3 Matcha Almond Delight
Source: Author Data

Lastly there is a Chocolate choco ball croffle which has chocolate croffle with choco ball topping and chocolate whipped cream.



Figure 1.4 Chocolate Choco Ball
Source: Author Data

1.3.2 Service

In addition to having a booth, Olatcha will also offer delivery through Go-food. This service allows customers to enjoy the products at home or any location of their choice. Olatcha delivery packaging uses dessert box and plastic bag.



Figure 1.5 Olatcha Dessert Box
Source: Author Data

With this delivery service, consumers can enjoy their favorite dessert products at home or at various locations. Fast and reliable delivery ensures that every customer can enjoy the authenticity of Olatcha products wherever they are. Olatcha will provide paper bags that will be used to send the products or purchases by consumers.

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