

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The Indonesian ice cream industry is experiencing notable growth, driven by shifting consumer preferences and increased purchasing power (Hadiantini et al., 2024). Globally, the demand for plant-based dairy alternatives is rising sharply, with a projected growth rate of over 18.5% in 2023 (Plamada et al., 2023). This trend is largely attributed to health concerns, environmental awareness, and dietary restrictions. Plant-based ice creams made from coconut, soy, and almonds are becoming popular alternatives to traditional dairy-based products (Taspinar et al., 2023).

In Indonesia, the plant-based dessert market shows strong potential for growth, supported by increasing health consciousness and evolving dietary habits. The industry is responding through innovations in food biotechnology, particularly through the use of fermentation techniques to develop plant-based products (Arwanto et al., 2022). Consumer demand for healthier dessert options is especially high among urban millennials and Gen Z, who are more attuned to wellness and sustainability trends (Putri & Sonny, 2023; Walidayni & Chaldun, 2019).

This shift is also motivated by environmental concerns and a growing preference for sustainable diets (Arwanto et al., 2022; Suhartanto et al., 2022). The primary target market includes men and women aged 18–55 across various occupations and income levels. Key factors influencing purchase intentions include consumer attitudes, pricing, promotional efforts, and environmental awareness (Walidayni & Chaldun, 2019; Suhartanto et al., 2022). Preferred purchasing channels for healthy desserts include supermarkets, brand outlets, health food stores, and social media platforms (Walidayni & Chaldun, 2019; Putri & Sonny, 2023). As a result, dessert businesses in Indonesia are adapting by focusing on visually appealing presentation and expanding both their offline and online presence (Putri & Sonny, 2023).

These trends create a strong opportunity for Soy Scoop to grow in the Indonesian market. As a soy milk-based ice cream brand, Soy Scoop meets the rising demand for healthy, dairy-free, and eco-friendly desserts. Its target audience which are urban millennials and Gen Z matches the main group driving interest in plant-based products (Walidayni & Chaldun, 2019; Putri & Sonny, 2023). By offering a nutritious product through online platforms, Soy Scoop can connect directly with health-conscious and socially aware consumers. This strategy also aligns with current buying habits and gives the brand an advantage in the growing plant-based dessert industry (Suhartanto et al., 2022).

1.2 Company Description



Figure 1.1 Soy Scoop's Logo

Soy Scoop is a plant-based ice cream company that specializes in the sale of soy milk-based ice cream. The name "Soy" is derived from the primary ingredient used in the production of the ice cream which is soy milk and the term "scoop" represents how in which the ice cream is served.

Soy Scoop's logo is a typographic design using a clean and modern sans-serif font that reflects the brand's friendly, modern, and approachable image. The color palette is inspired by the original ice cream flavors: blue for vanilla, pink for strawberry, orange for chocolate, and green for matcha. These colors are chosen to create a vibrant combination of contrast and harmony, expressing the brand's playful personality and flavor variety. Overall, the logo helps communicate Soy Scoop's fresh, fun, and health-conscious identity.

1.2.1 Vision

Soy Scoop's vision is to cater unique health products and encourage overall well-being with plant-based innovations nationally, making healthy eating more accessible and enjoyable for everyone. Committed to inspiring a happier, healthier world through their offerings.

1.2.2 Mission

The mission of Soy Scoop is:

1. Customer's satisfaction through Soy Scoop's products and catering more dietary options
2. Inspire people to live a healthier life with healthier diet
3. Maintain quality products and service throughout production and distribution
4. Expanding the distribution of Soy Scoop's product to make it more accessible

1.3 Product and Services

Soy Scoop is a plant-based ice cream brand that uses soy milk as a substitute for traditional dairy ingredients. By replacing traditional cream and milk with soy, the product maintains a smooth and rich texture while offering a lower-fat, cholesterol-free alternative. Soy milk is naturally low in saturated fat, contains no cholesterol, and provides a source of plant-based protein, positioning it as a suitable option for individuals seeking to reduce their dairy consumption. The product is aimed to appeal primarily to health-conscious consumers, including those who are lactose-intolerant, follow a vegan diet, or are pursuing healthier eating habits. By offering a plant-based dessert that aligns with these dietary preferences, Soy Scoop addresses a growing demand for nutritious yet indulgent alternatives in the frozen dessert market.



Figure 1.2 Soy Scoop product

The company plans to offer packaged soy milk ice cream through an online store, and hopefully to be able to launch to minimarkets and other convenience stores in the future. This strategy aims to make the product widely accessible and reach as many potential customers as possible. Available in four flavors, vanilla, strawberry, chocolate, and matcha. The product line ensures a variety that caters to different tastes and dietary restrictions.

To reach more customers and build awareness, Soy Scoop will first launch on online food delivery platforms such as GoFood, GrabFood, and ShopeeFood. This strategy helps the brand connect with a wide audience in a more affordable way, which is important for a new business. Instead of immediately opening physical stores, Soy Scoop will focus on delivery to keep costs low while testing the market and growing its customer base. Customers will also be able to place pre-orders through WhatsApp for added convenience. In addition, Soy Scoop will join food festivals by setting up stalls and offering free samples. This gives people a chance to try the product, learn about the brand, and helps build recognition before allowing to expand to larger operations. The way Soy Scoop will deliver its product to the customers and making sure the quality of the product is kept is by offering insulated bags for long delivery time up to two hours. Limiting the distance of the delivery to Jakarta and Tangerang area to ensure the quality of the product is safe due to the delivery time, in the future where more branches can be opened, Soy Scoop will also expand their delivery services to more areas.