

References

- Agustina, R. S., Nazla, L., & Nur'aini, S. (2024). Analisis Peluang, Tantangan, dan Strategi Industri Halal di Indonesia. *Al-Musahamah*, 1(1). <https://doi.org/10.37058/ams.v1i1.11749>
- Armielia, A. A., Iswariyadi, A., Alfian, E., & Prawira, O. (2023). Socialization of Standard Calculation of Recipes and Financial Recording of MSMEs Dodol Tenjo Bogor. *Abdi Dosen Jurnal Pengabdian Pada Masyarakat*, 7(3), 975. <https://doi.org/10.32832/abdidos.v7i3.1931>
- Arwanto, V., Buschle-Diller, G., & et. al. (2022). *The state of plant-based food development and its prospects in the Indonesia market*, 8(10). <https://doi.org/10.1016/j.heliyon.2022.e11062>
- Banahene, S. (2010). Competitor Identification and Analysis - How do you do yours? *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.1653884>
- Break-even point | U.S. Small Business Administration*. (2024, October 3). SBA. Retrieved June 2, 2025, from <https://www.sba.gov/business-guide/plan-your-business/calculate-your-startup-costs/break-even-point>
- Dalbor, M., & Jiang, L. (2013). Determinants of capital expenditures in the U.S. restaurant industry. *The Journal of Hospitality Financial Management*, 21(2), 77–86. <https://doi.org/10.1080/10913211.2013.860853>
- Dalton, J. (2018). SWOT Analysis (Strengths, weaknesses, opportunities, threats). In *Apress eBooks* (pp. 249–252). https://doi.org/10.1007/978-1-4842-4206-3_62

- De Silva, A. (2022). A comprehensive literature review on marketing strategies adopting by various industries. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4307729>
- Hadiantini, R., Anjan, S. P., Mumstha, A. J., Rahman, R. A., Ridwan, F. A., & Nadilla, T. S. (2024). Growth Strategy Untuk Meningkatkan Competitive Advantage Pada Soft Ice Cream Melalui Program Peningkatan Product Quality dan Loyalitas Pelanggan. *Economics Professional in Action (E-PROFIT)*, 6(2), 182–194. <https://doi.org/10.37278/eprofit.v6i2.936>
- Hasan, T., Thoo, Y. Y., & Siow, L. F. (2023). Dairy-Free alternatives for frozen dessert application. *ACS Food Science & Technology*, 4(1), 3–15. <https://doi.org/10.1021/acsfoodscitech.3c00423>
- Plant-Based Food in Indonesia*. (2021, July 8). Market Entry Solution Firm in Indonesia. <https://brightindonesia.net/2021/07/08/plant-based-food-in-indonesia/>
- Plant-based milk consumers in Indonesia insights*. (2023, May 10). FoodNavigator-Asia.com. <https://www.foodnavigator-asia.com/Headlines/Promotional-Features/Plant-based-milk-consumers-in-Indonesia-insights>
- Plamada, D., Teleky, B., Nemes, S. A., Mitrea, L., Szabo, K., Călinoiu, L., Pascuta, M. S., Varvara, R., Ciont, C., Martău, G. A., Simon, E., Barta, G., Dulf, F. V., Vodnar, D. C., & Nătescu, M. (2023). Plant-Based Dairy Alternatives—A future direction to the Milky Way. *Foods*, 12(9), 1883. <https://doi.org/10.3390/foods12091883>
- Putri, B., & Sonny, S. (2023). BUSINESS FEASIBILITY ANALYSIS OF D’SWEETY LAYERS DESSERT CAKE. *Firm Journal of Management Studies*, 8(2), 262. <https://doi.org/10.33021/firm.v8i2.4651>

- Suhartanto, D., Kartikasari, A., Arsawan, I. W. E., Suhaeni, T., & Anggraeni, T. (2022). Driving youngsters to be green: The case of plant-based food consumption in Indonesia. *Journal of Cleaner Production*, 380, 135061. <https://doi.org/10.1016/j.jclepro.2022.135061>
- Taspinar, T., Yazici, G. N., & Güven, M. (2023). Evaluating the potential of using Plant-Based milk substitutes in ice cream production. *Foods*, 21. <https://doi.org/10.3390/foods2023-15011>
- Tribby, M. (2013). Competitive Analysis: The Direct and Indirect. Competitive Analysis: The Direct and Indirect, 33–36. <https://doi.org/10.1002/9781118584064.ch5>
- Walidayni, C. T., & Chaldun, E. R. (2019). *The Influence of Attitude, Product, Price, Place, and Promotion on Indonesian Consumers' Purchase Intention towards Healthy Dessert*. 10.5220/0008429502180228
- Yasin, M. Z. (2021, April 21). *Measuring the Productivity of the Foods and Beverages Industries in Indonesia: What Factors Matter?* Semantic Scholar. https://www.semanticscholar.org/paper/Measuring-the-Productivity-of-the-Foods-and-in-What-Yasin/d7ef1bc5b0d7c3db57aa4cdd6cfa5beba9c12418?utm_source=direct_link