

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The food and beverages sector holds a significant role in the Indonesian economy, with a majority of companies classified as micro companies (less than 4 employees) or small enterprises (5-20 employees). These businesses help a lot contribution with employment and economic activity. This happens because Indonesia's sales within the food and beverage micro industry continue to grow, driven by ongoing economic development, rising incomes, and population growth. The beverage business has grown in market share in recent years and is predicted to increase until 2024. This shows the strong potential and promising prospects within the Indonesia's food and beverage market.

According to data from Badan Pusat Statistik (2022) indicates that tea production from Indonesian tea gardens reached up to 9.116 tons per month in 2021. This shows that many Indonesians consume tea. Moreover, the increasing number of tea beverage sellers in Indonesia such as Chatime, Mixue, Haus!, Menantea, and others, shows that there is a large market of tea consumers in Indonesia (Associated Press, 2025). This growing market shows consumer preferences for beverage products in the tea industry (Unilever Food Solutions ID, 2023).

There is a rising demand for modern tea beverage options in Indonesia, and tea mocktails can tap into this trend, providing a new concept for consumers (Defianti, 2023; WiseGuyReports, 2024). Indonesian consumers appreciate diverse and bold flavors in beverages. Tea Tales will create local taste preferences and incorporate unique and culturally relevant flavors (Laras & Dinisari, 2023). Besides, Indonesia has exported tea leaves to various continents, exporting black tea up to 37.330.885 kilograms, indicating that Indonesia is one of the countries that produces tea (Food and Fertilizer Technology Center for the Asian and Pacific Region, 2022).

Indonesia's beverage industry reflects several trends, including a growing interest in plant-based drinks, driven by growing health consciousness. Additionally, consumers are increasingly favoring beverages that incorporate local, authentic flavors, aligning with traditional ingredients and recipes (Asia Food Journal, 2023). Moreover, there's a growing willingness among consumers to invest in premium, high-quality beverages, indicative of the premiumization trend. Ready-to-drink options have also gained interest, catering to the demand for convenience among busy consumers (Bisht, 2023).

Drinking tea every day is not a strange habit for Indonesians, it belongs to all social classes without any limitations or belonging to specific regional cultures. This habit has been deeply rooted since ancient times because all regions in Indonesia have the habit of drinking tea regardless of the food. It's like drinking water that can be consumed anytime, anywhere, and with any food (Unilever Food Solutions ID, 2023).

Innovative ingredients are being explored to create distinctive beverage offerings, while there is a rising demand for alcohol-free beverages, reflecting the preferences of health-conscious consumers. Indonesian consumers, particularly, appreciate a diverse range of flavors, including tropical and fruity options, with exotic and traditional flavors resonating strongly with local tastes (WiseGuyReports, 2024; Asia Food Journal, 2023).

1.2 Company Description

Tea Tales is a small business (UMKM) founded from the idea of Thaya Magenta, a Hotel Operations student in her final semester at Universitas Multimedia Nusantara. Planned to launch in 2025, Tea Tales will be located at The Hallway Space, a creative hangout area in Bandung. Inspired by her hospitality background, Thaya created Tea Tales with the goal of offering a refreshing tea-based beverage experience with a unique service concept.

Tea Tales will operate as a slow bar, where customers are invited to slow down and enjoy personalized tea mocktails while engaging in meaningful conversations with the bartender. The main product is tea mocktails, a non-

alcoholic drinks made by combining the qualities of tea with the creativity of mocktail mixing. These drinks use natural ingredients such as fruits, herbs, and spices, offering customers bold and refreshing flavors beyond traditional tea. To maintain quality and trust, Tea Tales plans to secure key certifications, including Halal MUI and BPOM (Indonesian food safety standards).

The brand name “Tea Tales,” represents the concept of the slow bar: “Tea” for the core product, and “Tales” to reflect the storytelling experience between the bartender and customer.

The vision of Tea Tales is to establish itself as an iconic symbol of refreshment, recognized for the distinct flavors and cultural authenticity that also serve tea mocktails in the concept of the slow bar experience. Aligned with the vision, the mission of Tea Tales extends beyond delivering exceptional tea mocktails to include giving an unforgettable slow bar experience. Moreover, the mission involves maintaining a welcoming atmosphere where customers can engage in meaningful conversations with skilled bartenders, deepening their appreciation for tea and its rich cultural heritage.



Figure 1.1 Submark Logo



Figure 1.2 Watermark Logo

Slogan: Sip, Sparkle, and Craft your story in every cup!

This slogan reflects the core values and unique experience offered by Tea Tales. “Sip” represents the enjoyment of high-quality handcrafted tea beverages. “Sparkle” captures the refreshing feeling that comes with each drink, as well as the aesthetically pleasing presentation that appeals to modern consumers. “Craft your story” highlights the brand’s storytelling approach, where each cup is more than

just a drink. Together, the slogan delivers a message that Tea Tales is not just about tea, but about sparking creativity and connection with every sip.

The logo is designed to give a sense of elegance and calmness, reflecting the laid-back, intimate vibe of the slow bar. Moreover, the color palette features space blue and dark green, chosen to bring calmness and nature's richness. Next, the color selection is chosen intentionally to leave messages through color psychology (Thenni, 2023).

The watermark of the logo is a wine glass sipping from a tea cup, symbolizing the art of slow sipping, while also serving as a nod to traditional bar culture. Within the glass and subtle sparks elements, representing the spark of creativity and the new experience awaiting our customers in each sip.

1.3 Product and Services

Tea Tales' core values are its high-quality ingredients that consistently meet customer expectations, it also embraces creativity and innovation in flavor combinations. Tea Tales not only emphasizes exceptional taste but also embraces innovation by blending the unique qualities of tea with the exciting characteristics of mocktails. Unlike traditional tea beverages which may have limited flavor options, our tea offers a more diverse and refreshing experience by incorporating a variety of natural flavors, fruits, and herbs with creative flavor combinations that fit local taste preferences.

In today's beverage landscape, many customers are shifting toward healthier drink options. However, in Indonesia, there's still a strong preference for sweet flavors that often overshadowing the appreciation of tea's authentic taste. Understanding this, Tea Tales offers drinks that highlight sweet, refreshing, and approachable flavor profiles to cater to mainstream tastes. These are thoughtfully crafted to balance familiarity with creativity, helping guests enjoy healthier options without compromising on indulgent flavors.

At the same time, Tea Tales welcomes and celebrates tea enthusiasts who seek the purity and depth of original tea blends. For these guests, we offer a curated selection of unflavored teas, allowing them to explore the full character of each

blend and gain a deeper understanding of tea itself. Whether the guest are here for a flavorful mocktail or a mindful tasting session, Tea Tales adapts to each guest's journey.

Moreover, it operates as a slow bar where the customers have an experience with the product they drink, offering a longer conversation between the bartender and the customer. More than just serving drinks, Tea Tales aims to redefine the beverage industry by introducing a new model of bar concept that specializes in tea mocktails.

Tea Tales Product details:

1. Berry Potion



Figure 1.4 Berry Potion

Berry Potion is a gentle blend of hibiscus and mixed berries, where the slight tart hibiscus meets the vibrant berries scent, creating a symphony of flavors. A touch of fresh mint added a burst of refreshing coolness, while a drizzle of elderflower syrup wrapped the potion in a sweet embrace.

2. Green Sparkle



Figure 1.5 Green Sparkle

Green Sparkle is a combination of earl grey tea which provides a rich and citrusy undertone. To add a refreshing twist, we infuse the blend with the essence of green apple that brings sweetness and tartness. We also incorporate hints of cucumber

flavor, enhancing the drink with a cool sensation which adds a unique dimension to the incredibly refreshing beverage.

3. Lychee Blossom



Figure 1.6 Lychee Blossom

Lychee Blossom is a combination of calming chamomile tea with the delicate aroma of pink Sakura and the sweet essence of lychee. Our tea offers a relaxing experience in every sip.

4. Kombucha Splash



Figure 1.7 Kombucha Splash

Kombucha Splash is created by our handcrafted kombucha, a fermented tea known for its health benefits offers a tangy and fizzy taste with a hint of sweet watermelon.

5. Periwinkle Spice

Periwinkle Spice: A mocktail combination of butterfly pea tea blend with the warmth of ginger, cinnamon, and hints of peach tea flavor.



Figure 1.8 Periwinkle Spice

In addition to innovative products, Tea Tales prioritizes personalized service that elevates the guest experience. Before beginning their tea session, guests are invited to fill out a Guest Preference Form, which helps bartenders tailor their recommendations based on individual flavor preferences, mood, or desired experience. This thoughtful touch ensures each guest feels seen, cared for, and personally attended to, making the experience feel warm and intentional.

As a slow bar concept, Tea Tales offers a personalized and intimate service experience, focusing on quality over quantity. Customers at the bar can engage with the bartender in a customized beverage crafting experience, where menu offerings are discussed, drinks are recommended based on preferences, and beverages can be tailored to individual tastes.

The interactive preparation of drinks adds excitement and authenticity to the experience, as the bartender measures, mixes, and garnishes each beverage. Educational sessions on topics such as tea varieties, brewing techniques, or mixology principles may also be provided, enhancing customers' appreciation for beverages. Furthermore, personalized recommendation based on customer preferences ensure that each guest receives a tailored and memorable experience.

Moreover, Tea Tales is designed to be more than just a tea bar, it is also a visually captivating and aesthetically pleasing space, perfect for relaxation or content creation. With carefully curated interior elements, cozy seating, and artistic details, Tea Tales provides an *instagrammable* setting that appeals to young adults who may be more drawn to ambiance and experience than the beverages themselves. Even for guests who aren't tea enthusiasts, the welcoming environment and visual

appeal will create a sense of connection and curiosity, encouraging them to explore what Tea Tales has to offer.



Figure 1.9 Tea Tales Slow Bar
Source: Bing AI



Figure 1.10 Tea Tales Slow Bar
Source: Bing AI