

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

Home industries fall under the category of Micro, Small, and Medium Enterprises (MSMEs), which play a crucial role in Indonesia's economy (Hidayat & Alifah, 2022). MSMEs have demonstrated resilience during economic crises and are a significant source of employment (Hidayat & Alifah, 2022; Syamsiah & A.R., 2022). Their contribution to economic growth is reflected in the increasing production of goods and services. In particular, the food and beverage sector continues to grow rapidly, becoming a key component of Indonesia's non-oil and gas manufacturing industry, supported by strong domestic demand (Hidayat & Alifah, 2022). To stay competitive, product innovation and quality enhancement are essential for culinary-based micro-enterprises (Mawuntu & Aotama, 2020). One of the competitive products to be developed for the MSMEs is cookies. Since the diversification for cookie products are abundant and it is easy to make, young entrepreneur are expected to gain momentum to produce and sell this products (Armielia et al., 2023). In addition, Gading Serpong area could be the best place to sell the product.

Gading Serpong, a meticulously planned urban expanse within the Greater Jakarta metropolitan area, presents a compelling locale for cake sales, underpinned by a confluence of demographic, economic, and infrastructural factors that collectively foster a conducive market environment. The area's demographic profile, characterized by a burgeoning middle-class population with a penchant for Western-style baked goods and celebratory confectionery, establishes a robust demand base for cake products ranging from everyday treats to bespoke creations for special occasions (Rahmatullah et al., 2019).

The strategic positioning of Gading Serpong, replete with residential clusters, commercial hubs, and educational institutions, ensures a high

volume of foot traffic and accessibility, which are pivotal for brick-and-mortar cake shops seeking to establish a strong local presence and cultivate customer loyalty. Furthermore, the well-developed infrastructure of Gading Serpong, encompassing modern road networks, reliable utilities, and seamless connectivity, facilitates efficient supply chain management, inventory control, and distribution logistics, thereby minimizing operational bottlenecks and ensuring the consistent availability of fresh, high-quality cake products. The consumer behavior in Gading Serpong is also noteworthy, with a discernible inclination towards online platforms and social media channels for product discovery, ordering, and engagement, thereby underscoring the imperative for cake businesses to embrace digital marketing strategies, e-commerce functionalities, and interactive social media campaigns to amplify their brand visibility, reach a wider audience, and drive online sales conversions (Mohammad & Widhaningrat, 2021).

The demographics of Gading Serpong—particularly the high number of students and professionals—offer a promising target market. These groups often look for convenient, affordable snacks to accompany their daily routines. Madeleine cookies, known for their distinctive shell-like shape and delightful taste, present an attractive product option for this audience. The combination of quality, appearance, and affordability makes them well-suited for this growing consumer base.

Furthermore, the use of ecommerce has become a game changer for MSMEs. Online platforms help entrepreneurs like madeleine sellers expand their reach, manage orders more efficiently, and interact directly with customers (Fachriyan et al., 2021). This digital shift not only builds customer loyalty but also boosts sales performance. The ability to adapt to technological advancements and understand online consumer behavior is essential for achieving long-term success in the digital marketplace (Fachriyan et al., 2021).

Despite the advantages, online businesses also face several challenges. Competition is fierce, and MSMEs must consistently innovate to stay relevant. Gaining consumer trust is also critical—positive customer reviews, product guarantees, and high-quality service help build a solid reputation. Additionally, logistical efficiency and timely delivery are essential components of success. Leveraging information and communication technology is a strategic response to the growing digital economy (Mumtaz & Karmilah, 2022). With the right strategies and continuous innovation, businesses have strong potential to thrive in the competitive online market (Achmad et al., 2020).

Building upon this principle, the establishment of Maddie Bakes exemplifies how clear vision, adaptability, and creativity can translate into tangible business success. The brand emerged from a passion for artisanal cakes and a keen understanding of market trends favoring customized, visually appealing baked goods. By harnessing social media as a primary marketing tool, Maddie Bakes was able to engage directly with its target audience, showcase its creations in real time, and respond quickly to customer feedback. Strategic decisions such as offering limited-edition flavors, collaborating with local store, and implementing a pre-order system further positioned the business as both exclusive and customer-focused. Ultimately, the combination of strong branding, product innovation, and digital engagement paved the way for Maddie Bakes to transform from a home-based initiative into a recognizable name in the competitive cake market.

1.2 Company Description

Maddie Bakes is a product that sells sweet-based snacks made from sugar, eggs, and almond flour as the main ingredient and innovatively infused with unique flavours. Maddie Bakes also focuses on the packaging concept to capture the attention of buyers and encourage them to try and purchase our products. Sweet snacks have become increasingly popular in recent years.

Madeleine is typically consumed as a snack or dessert, people can enjoy it any time of the day, madeleine is often served with coffee or tea and is known for its elegant appearance. By knowing this, Maddie Bakes wants to take advantage of this chance to come up with new and tasty snack ideas. The owner believes that this brand can compete well with others by selling similar snacks at lower prices.

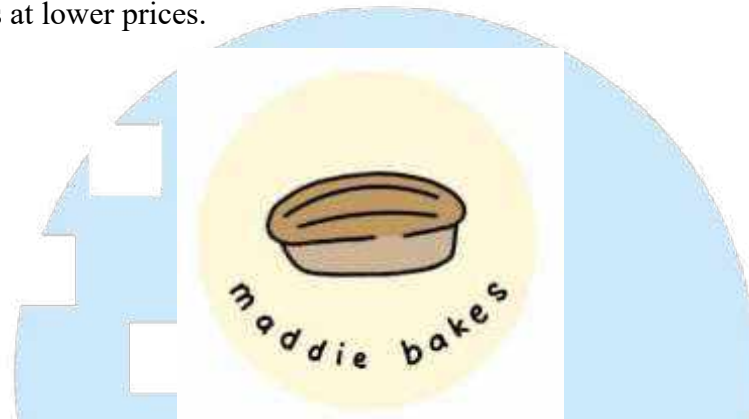


Figure 1. 1 Maddie Bakes Logo

Source: Author Logo

Slogan of Maddie Bakes is “Made with love”. This logo features a simple and madeleine design. Surrounding the illustration is the name of the brand, "maddie bakes," written in a playful, lowercase font. The overall design is warm and inviting, suggesting a friendly and charming bakery or baking business.

1.2.1 Vision

The vision for establishing Maddie Bakes is “To become a beloved bakery known for crafting joy through artisanal baked goods that celebrate creativity, quality, and connection—bringing warmth to every table and sweetness to every moment.”

Our goal is to offer these premium Madeleines at competitive prices while maintaining the highest standards of taste and quality, positioning Maddie Bakes as a formidable competitor against major brands. Despite the challenges associated with expanding across Indonesia due to limited

resources and distribution channels, Maddie Bakes are establishing specific goals to develop a comprehensive plan for broader market expansion.

1.2.2 Mission

The mission of Maddie Bakes are such as:

1. Expand the availability of Maddie Bakes by partnering with cafes and online platforms, ensuring easy access for customers across different cities.
2. Prioritize customer satisfaction by consistently delivering delicious madeleines that exceed expectations, earning repeat orders and positive word-of-mouth referrals.
3. Establish Maddie Bakes as a well-known brand by always providing good quality, affordable prices and customer satisfaction.

1.2.3 Nature of the Business

Maddie Bakes is a Micro, Small, and Medium Enterprises (MSME) that still needs time to grow and has limited staff. Consequently, the staff of this company consists of only one person as the owner and one person as staff of Maddie Bakes. With this structure, the owner of Maddie Bakes hopes is expand into a larger business and be known in every city in Indonesia or even more.

1.2.4 Address of the Business

Maddie Bakes is a Micro, Small, and Medium Enterprises (MSME) that will sell products for operations starting from a home located in Scientia Residence, Gading Serpong. Therefore, Maddie Bakes is located in the middle of Gading Serpong City, which is close to campuses, malls, offices, schools, and residential areas. Regarding the target market, Maddie Bakes targets consumers aged 15-40 years old, with this strategic location, Maddie Bakes hopes to seize the opportunity for the company to grow. Surrounded by workers, residential areas, college students, and students, Maddie Bakes hopes

to approach, serve, and satisfy the demands and needs of the target market.

1.3 Product and Services

To fulfil the needs of customers crafting high-quality ingredients, Maddie Bakes Madeleines are crafted from high-quality ingredients, featuring five distinct flavours: Matcha, Rose, Earl Grey, Mint Chocolate, and Chocolate. These products are known for their exceptional quality, with two flavours, Rose and Earl Grey, setting them apart as unique. Maddie Bakes operates as an online store from within a home setting. Customers can place orders for Maddie Bakes products through social media platforms such as Instagram, WhatsApp, or the official Maddie Bakes website. While Maddie Bakes maintains ready stock if any customer wants to order right away by WhatsApp or online delivery like GoFood, ShopeeFood, and GrabFood. Another focus of Maddie Bakes is on holiday seasons such as Lunar New Year, Christmas, Eid, and other special occasions. Because on these special days, many people want to give hampers as gifts, Maddie Bakes will focus on selling hampers for special occasions. Maddie Bakes provides high-quality and distinctive packaging for its products. Each flavour of Madeleine has its distinct character, designed by Maddie Bakes to attract buyers' attention.

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Figure 1. 2 Maddie Bakes Menu

Source: Author Menu

To attract customers, Maddie Bakes uses the waiting room for those driver who want to pick-up the products. Also for the design Maddie Bakes use a garden theme to make people interested in the concept on social media. Nowadays, most people like an aesthetic coquette. Using a cartoon character and giving the character a name for each flavor will attract customers. For each flavor has their own name and character Matcha (Matchi), Chocolate (Chococ), Rose (Rosey), Earl Grey (Mr. Grey), and Mint Chocolate (Minty).



Figure 1.3 Maddie Bakes Packaging

Source: Author Picture

Maddie Bakes packaging will use white, green, red packaging to fit with every seasonal day. Maddie Bakes will be selling hampers for special days like Christmas, Eid, and Lunar New Year. For every special occasion, there will be a character who represents the event.

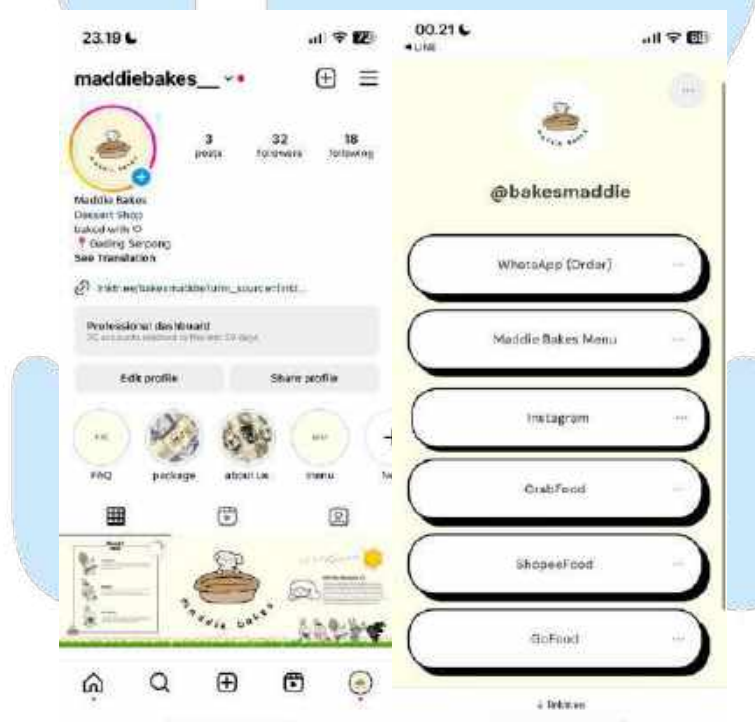


Figure 1.4 Maddie Bakes Social Media

Source: Author Instagram

Maddie Bakes provides a website that provides a contract to buy the product line. Providing the menu and putting it in Google Drive will make it easier for people to learn more about the product. Another way is to provide all online delivery apps, and the customer will be directly open to GoFood, GrabFood, and ShopeeFood. WhatsApp is another way to order. For example, a customer wants a big amount of madeleine and also for any complaints and live chat. So, the owner will be closer to the customers and interact with them.

Maddie Bakes Product details

1. Matcha (Matchi)

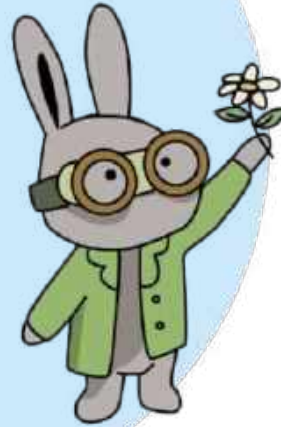


Figure 1. 5 Maddie Bakes Matcha Flavor

Source: Author Picture

By using Japanese powder with these small, shell-shaped cakes. Made with rich butter and premium matcha green tea, Maddie Bakes offer a unique taste that is both sweet and slightly bitter. The outside is lightly crisp, while the inside is soft and moist.

2. Earl Grey



Figure 1. 6 Maddie Bakes Earl Grey Flavor

Source: Author Picture

Earl Grey is subtle bergamot flavor and the tender, buttery taste of a French madeleine cake. Our Earl Grey Madeleine is a delightful treat that combines the classic elegance of a traditional madeleine with the sophisticated twist of a citrus-infused tea.

3. Rose

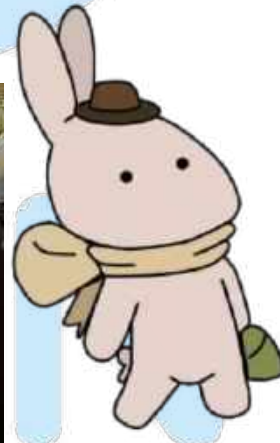


Figure 1. 7 Maddie Bakes Rose Flavor

Source: Author Data

Rose made from infused with the intoxicating essence of rose petals. Each bite transports you to a lush garden, where the subtle sweetness

of the madeleine is elevated by the floral notes of rose, creating a truly unique and captivating taste experience.

4. Chocolate



Figure 1. 8 Maddie Bakes Chocolate Flavor

Source: Author Data

Chocolate have masterful balance of bitter and sweet, the deep chocolate taste blends smoothly with the sweetness of the madeleine for a delightful treat.

5. Mint Chocolate



Figure 1. 9 Maddie Bakes Mint Chocolate Flavor

Source: Author Picture

Mint chocolate, the mild bitterness of dark chocolate blends perfectly with the refreshing coolness of peppermint, making a unique and tasty treat. Each bite mixes sweet and bitter flavors, with the fresh mint leaving you feeling refreshed and wanting more.